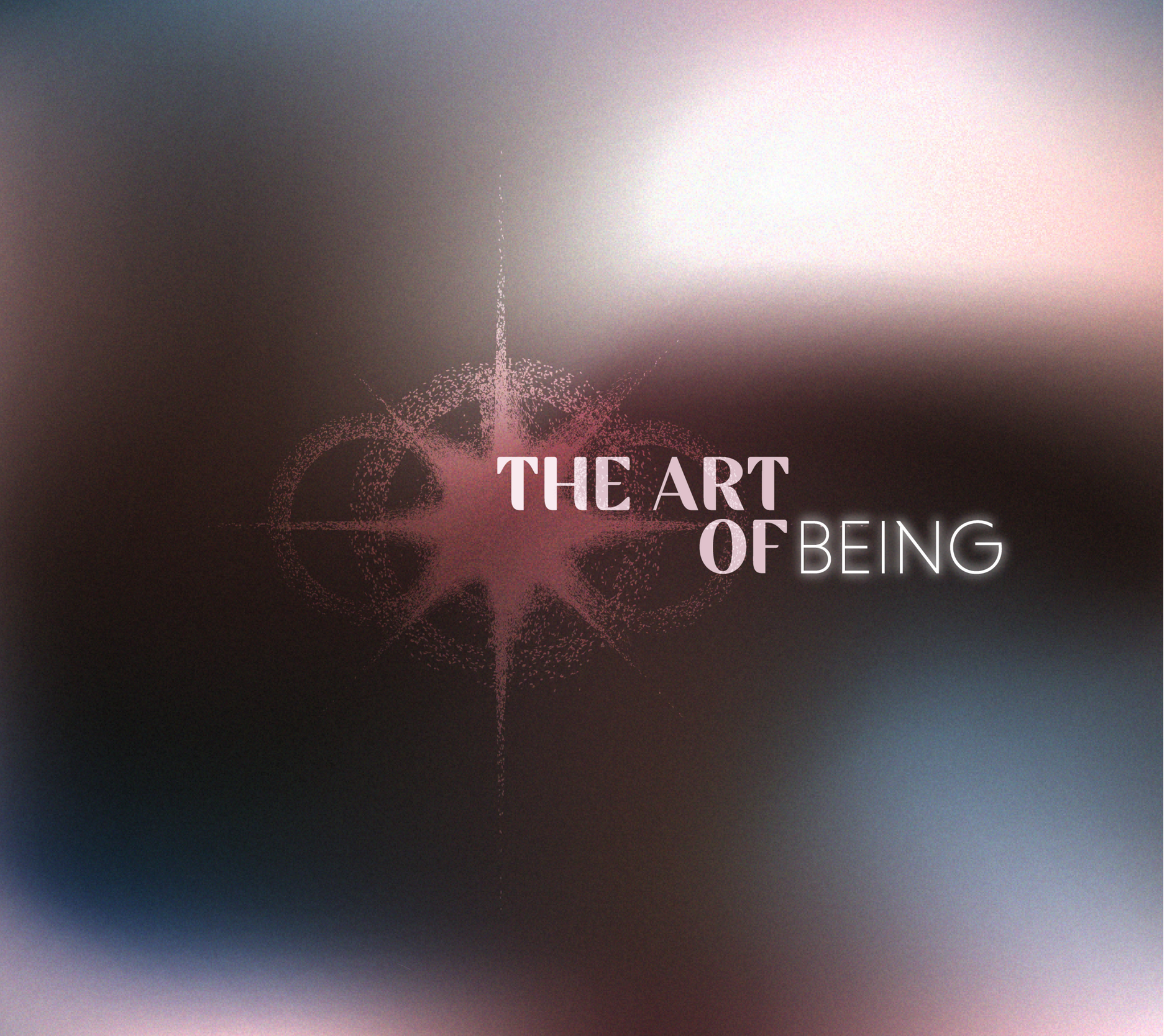

100% DESIGN DEVELOPMENT PACKAGE

GRADUATE THESIS
MA EXHIBITION AND EXPERIENCE DESIGN
SUNY FASHION INSTITUTE OF TECHNOLOGY

ZUZANNA A. ZMIJEWSKA-WALCZAK

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THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

NOTES

THESE DRAWINGS ARE NOT FOR CONSTRUCTION. CONTRACTORS SHALL ALWAYS VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS AND INFORM THIS OFFICE OF ANY VARIATIONS PRIOR TO PERFORMING WORK. WRITTEN DIMENSIONS SHALL HAVE AUTHORITY OVER SCALED DIMENSIONS. THIS OFFICE SHALL REVIEW CONTRACTOR'S SHOP DETAILS PRIOR TO FABRICATION.

MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

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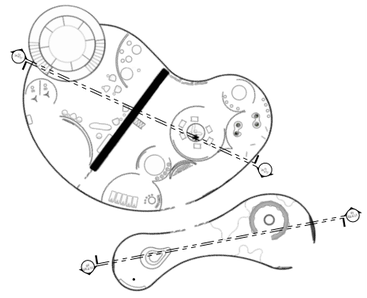


FIT
School of Graduate Studies
Exhibition & Experience Design

DRAWING NO.

EX.0.01

EX.1.00
EXECUTIVE SUMMARY

THESIS STATEMENT

91% of post-millennials report facing emotional challenges associated with stress, depression, and anxiety, and are seeking forms of well-being, particularly in self-awareness, life affirmations, and community.

The study of TikTok's ease of access and micro-communities can be used as a modality to amplify the positive psychological aspects of the whole-person approach to wellness. This can occur via fostering empowerment through the eight dimensions of wellness, allowing people to feel safe in the exploration of mindfulness practices.

Community driven wellness can be harnessed by designers and drive spatial experience, creating opportunities to further connect post-millennials to inner healing and well-being.

WHOLE PERSON WELLNESS

Whole-person wellness is **holistic and multi-dimensional.** It's a conscious, ongoing process that encompasses all aspects of one's life. It embraces **self-responsibility, optimism, and self-worth.** In addition, it is self-directed. And, it promotes the active pursuit of a **lifestyle that supports each dimension of wellness**.

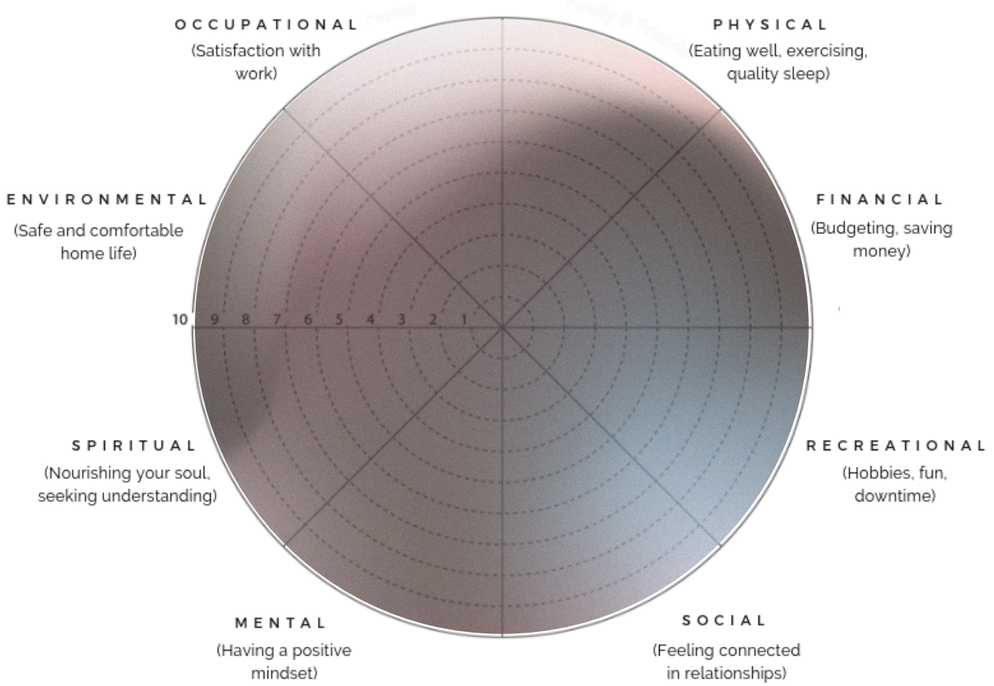
HOLISTIC HEALTH

Holistic health is an approach to life that considers **multidimensional aspects of wellness.** It encourages individuals to **recognize the whole person: physical, mental, emotional, social, intellectual, and spiritual.** The individual is an active participant in their health decisions and healing processes, including **wellness-oriented lifestyle choices.** Holistic approaches to health are derived from ancient healing traditions that help to achieve higher levels of wellness and prevent disease. These approaches include the use of traditional medical systems, mind-body-spirit interventions, manipulative and body-based approaches, biological based therapies and energy therapies.

The broader definition of holistic wellness uses the literal meaning of the word "holistic." That is, it defines wellness as the **interdependence of several dimensions of health.** The whole person, therefore, isn't well unless they're well in every area of life — not just physical health. While experts debate which areas should be included in holistic wellness, most agree that it encompasses **mental, emotional, and physical health.**

Hippocrates, the father of medicine, who lived in the 4th century B.C., stressed the healing power of nature. He believed in encouraging the self-healing efforts of the body.

THE DIMENSIONS OF WELLNESS



BetterUp

MISSION unlock greater potential, purpose, and passion.
Bringing the power of transformation to each and every person.

Since 2013 we have been pioneering **growth for the Whole Person™**. We believe that well-being and peak performance go hand in hand. And that through custom support and strengthening mental fitness, you unleash personal and professional potential.

The BetterUp® experience brings together world-class coaching, AI technology, and behavioral science experts to deliver change at scale — improving individual resilience, adaptability, and effectiveness. The results? People living more meaningful, vibrant lives with greater clarity, purpose, and passion.

Human potential, elevated by science and technology

BetterUp® is backed by science and technology, but our approach is human to human. Coaching is at the core of what we do because becoming your best self is hard work, but it's a lot easier when you have support. And we scale far beyond coaching — to specialists, group sessions, personalized growth strategies, and the BetterUp community — to meet each and every person on their unique journey and fuel their transformation.

BetterUp Values

Courage
Dare often and greatly.

Craftspersonship
Find meaning in what we do through crafting excellence.

Playfulness
Great ideas come from health and happiness.

Grit
Perseverance driven by determination and passion.

Empathy
Innovation starts with understanding.

Zest
What sets you apart makes us unique.

THE CLIENT

© City of New York

NYC™ nycgo.com

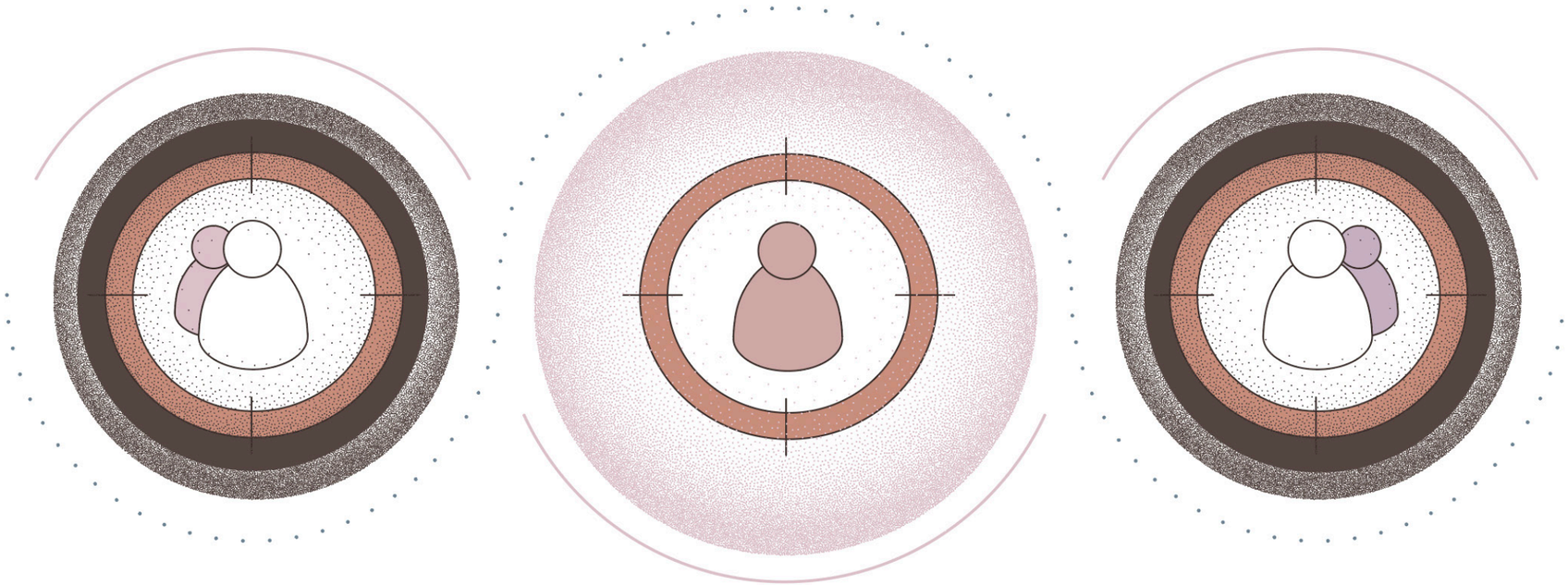
© Brooklyn Bridge Park Corporation

BROOKLYN BRIDGE PARK

After the project duration surpasses, the exterior structure will be donated to Brooklyn Bridge Park in partnership with the City of New York and The Brooklyn Bridge Park Corporation (BBP), and can be used as a permanent event space under the Bridge.

The Brooklyn Bridge Park Corporation (BBP) develops, capitally improves, maintains, and fully operates the Park as a 501 (c) not-for-profit, controlled by the City of New York. BBP is responsible for the day-to-day operations of the Park, including horticulture, maintenance, capital planning and construction, event permitting, and concession oversight.

Experience Seekers, Rechargers, and Explorers, with a focus on general well-being and community-seeking individuals, including younger generations such as Gen Z.



SECONDARY
Rechargers + Explorers | ages 18+

PRIMARY
Gen Z | Ages 10-25

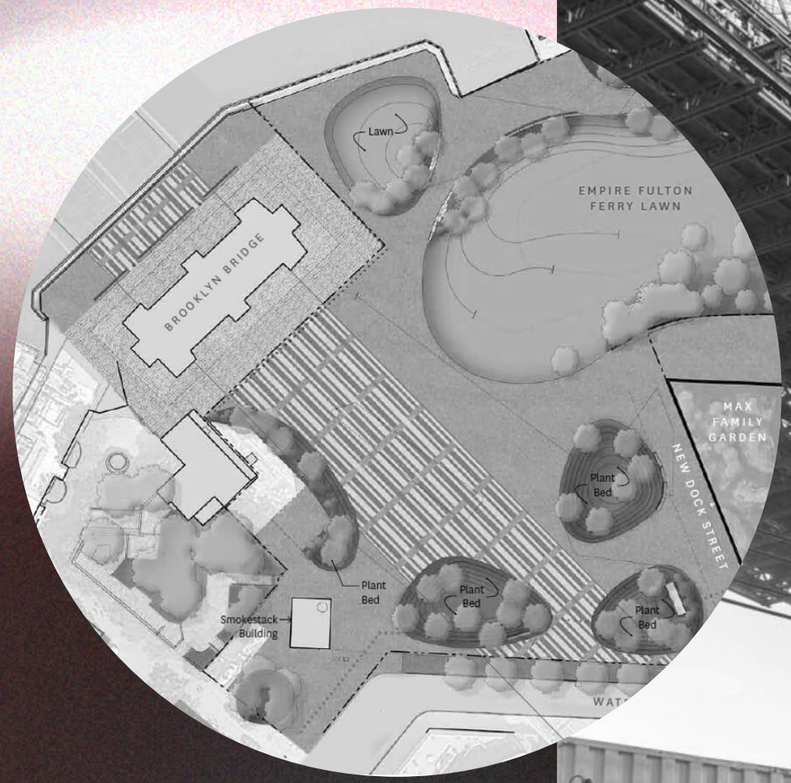
TERTIARY
Experience Seekers | all ages

EMILY WARREN ROEBLING PLAZA

DUMBO | Brooklyn | NY

The plaza features a large hardscaped area designed with concrete pavers that echo the pattern and engineering of the above Bridge and is surrounded by landscaped trees, lawns, and benches.

This area beneath the Brooklyn Bridge is a flexible public plaza space that adds two acres of parkland and links the Main Street & John Street park sections to the southern piers, a crucial connection point that enhances the flow of pedestrian traffic in the Park, while providing a moment to observe the incredible Brooklyn Bridge from below.



RESIDENTS

With over 5,000 residents, DUMBO is home to a growing population of well-educated and professional households. This demographic is growing quickly with 500 additional residential units coming to market in the next year.

200k
Average household income

36
Median age

52%
Households with children

EMPLOYEES

DUMBO is New York City's epicenter for creative technology firms. With over 3.5 million square feet of commercial space, it is home to 15,000 office workers. This entrepreneurial workforce is the neighborhood's engine, bringing activity and energy to the streets of DUMBO and robust business to the neighborhood's retailers.

15,000
Office workers

50%
Workforce earn over $80k

50%
Workforce under 40

TOURISTS

Visitors come to DUMBO from across town and from around the globe in numbers comparable to popular New York City destinations like Union Square and the West Village. Many of these tourists frequent the neighborhood's retail establishments while they admire the views across the East River and relax in the world famous Brooklyn Bridge Park.

250,000
Annual visitors to DUMBO's theaters, Galleries and cultural Attractions

1 Million
Annual visitors to Brooklyn Bridge Park

2.4 Million
Pedestrians crossing the Brooklyn Bridge into DUMBO annually

PROJECT GOALS

The Exhibition will:

- Expose a wider audience to the subject of **whole-person-wellness.**
- Create an environment for **building communities.**
- Support BetterUp's mission to unlock greater potential, purpose, and passion, bringing the power of transformation to each and every person.
- Motivate the audience to incorporate whole person wellness into their lifestyle.
- Facilitate **inner healing in individuals** and generations to come.

EDUCATION GOALS

In this Exhibition, visitors will:

- Learn about **holistic healing and whole person wellness.**
- Understand the benefits of living a wholly well lifestyle.
- Discover **new interests, hobbies, and communities** that can be personally helpful.
- Acquire knowledge of the **dimensions of wellness.**
- Become more aware of the way multiple areas of their lives intersect, through the concept of **muti-dimensional wellness.**

EXPERIENCE GOALS

In this Exhibition, visitors will:

- Take part in **creative and stimulating mental activities through eight phases of the moon,** defining their wellness, enabling them to later share their gifts with others.
- Affirm and mobilize their individualized, positive qualities and strengths through each dimension of wellness through the experience.
- Set intentions to **manifest a conscious, self-directed, and evolving process** of achieving their **full potential of wellness.**

BIG IDEA

A space where humans can experience inner healing and connect with their highest form of self through mentally stimulating activities based on the eight dimensions of wellness. This experience will be individualized and self-directed, aimed toward the manifestation of achieving their full potential of wellness.

The flow throughout the space is guided by following the eight phases of the moon which will serve as an encouraging guide to apply elements of whole-person wellness through a safe, comfortable, and gratifying approach. The act of completion of each lunar phase is intended to ease anxieties by lightening the focus on the complexities of each dimension of wellness, simultaneously broadening each visitors' definition of well-being.

THE POWER OF INTENTION

Healthy behaviors intro
Accept Self-Responsibility
“The pain of one affects the pain of the others”

MIND

SOCIAL WELLNESS
Community
New People
Social Time

INTELLECTUAL WELLNESS
Personal Interests
Education
Brain Exercise
Conversation

OCCUPATIONAL WELLNESS
Work Relationships
Balance
Accomplishment

BODY

PHYSICAL WELLNESS
Nutrition
Sleep
Physical Activity
Medicine

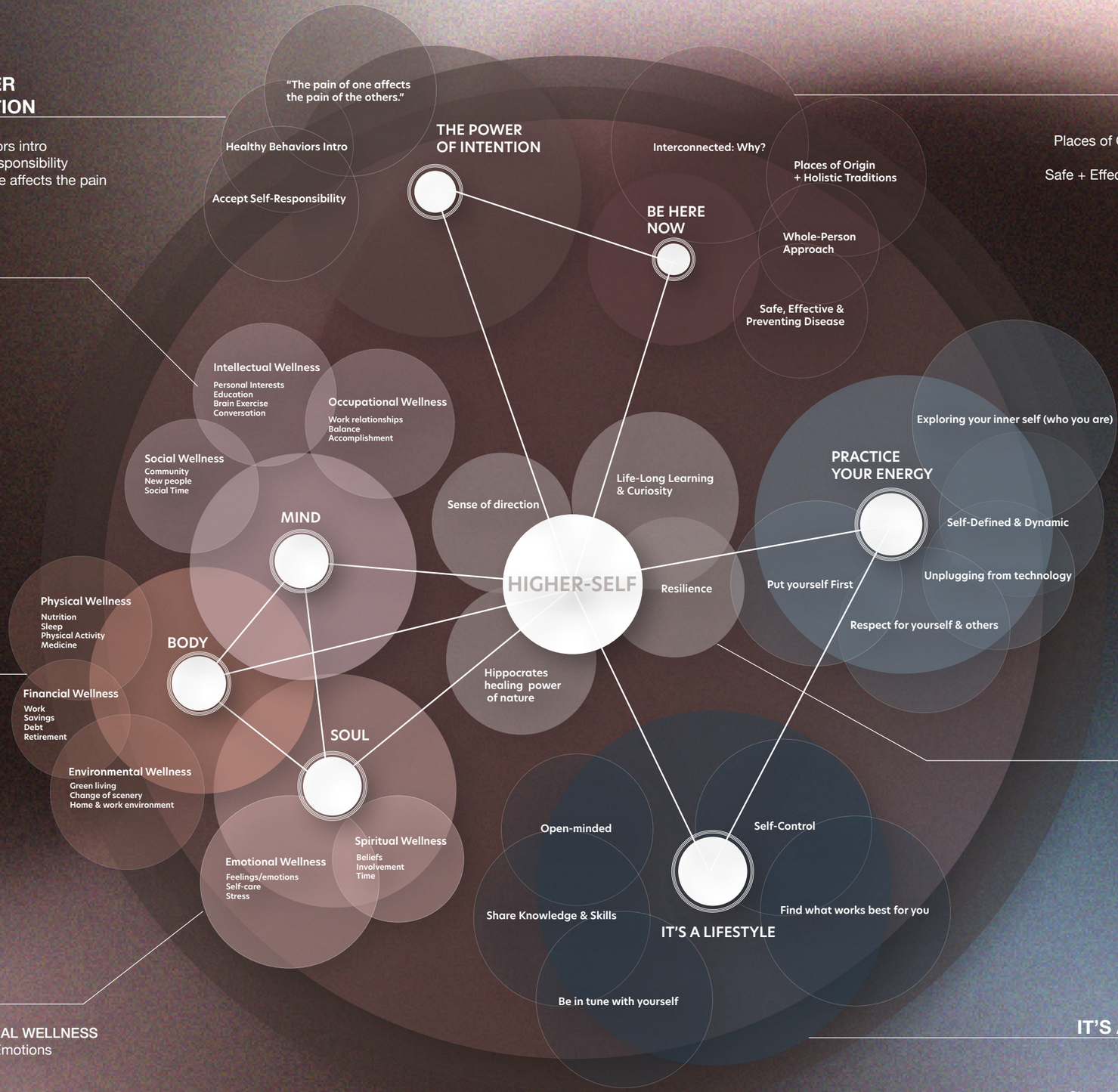
FINANCIAL WELLNESS
Work
Savings
Debt
Retirement

ENVIRONMENTAL WELLNESS
Green Living
Change of Scenery
Home & Work Environment

SOUL

EMOTIONAL WELLNESS
Feelings/Emotions
Self-Care
Stress

SPIRITUAL WELLNESS
Beliefs
Involvement
Time



BE HERE NOW

Interconnected: Why?
Places of Origin + Holistic Traditions
Whole Person Approach
Safe + Effective & Preventing Disease

PRACTICE YOUR ENERGY

Exploring your inner self (who you are)
Self-defined & Dynamic
Unplugging from Technology
Respect for Yourself & Others
Put yourself First

HIGHER-SELF

Resilience
Sense of Direction
Life-long Learning & Curiosity
Hippocrates healing power of nature

IT’S A LIFETYLE

Self-Control
Open-Minded
Share Knowledge & Sills
Find what works for you
Be in tune with yourself

CONCEPT DIAGRAM

1 THE POWER OF INTENTION

Healthy behaviors intro
Accept Self-Responsibility
“The pain of one affects the pain of the others”

2 BE HERE NOW

Interconnected: Why?
Places of Origin + Holistic Traditions
Whole Person Approach
Safe + Effective & Preventing Disease

3

MIND

SOCIAL WELLNESS
Community
New People
Social Time

INTELLECTUAL WELLNESS
Personal Interests
Education
Brain Exercise
Conversation

OCCUPATIONAL WELLNESS
Work Relationships
Balance
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Beliefs
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5 IT’S A LIFESTYLE

Self-Control
Open-Minded
Share Knowledge & Sills
Find what works for you
Be in tune with yourself

6 HIGHER-SELF

Resilience
Sense of Direction
Life-long Learning & Curiosity
Hippocrates healing power of nature

EXHIBIT CONTENT OUTLINE

YOU ARE THE COSMOS

Everything within our bodies originated from stardust, born out of cosmic explosions, directly connecting us to a wider universe both physically and conceptually. By extension, the study of astronomy is in many ways the study of the very matter that constitutes our whole existence.
-Planetary scientist and stardust expert Dr Ashley King.

Astrologically, the moon governs the realm of subconscious (and at times conscious) emotions—the part of ourselves that we often can't express, but feel on a deep and soulful level. The changing face of the moon in the cosmos affects us on a regular, more tangible basis.

"USING THE MOON'S ENERGETIC SHIFTS AS A BLUEPRINT FOR PLANNING OUR GOALS WILL HELP US MANIFEST OUR BEST LIVES.."

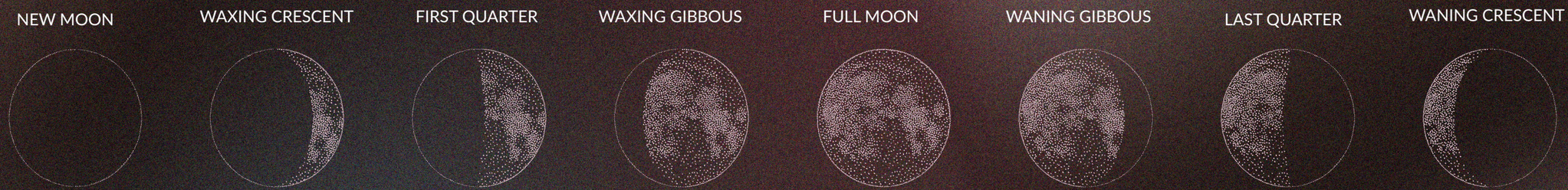
- YASMIN BOLAND | MOONOLGY

65% O Oxygen	18.5% C Carbon	9.5% H Hydrogen	3.2% N Nitrogen
1.5% Ca Calcium	1% P Phosphorus	0.4% K Potassium	0.3% S Sulphur
0.2% Na Sodium	0.2% Cl Chlorine	0.1% Mg Magnesium	

Trace elements less than 1%: **B** Boron, **Cr** Chromium, **Co** Cobalt, **Cu** Copper, **F** Fluorine, **I** Iodine, **Fe** Iron, **Mn** Manganese, **Mc** Molybdenum, **Se** Selenium, **Sl** Silicon, **Sn** Tin, **V** Vanadium, **Zn** Zinc

CONCEPT:

Visitors will play a game of ‘moon mapping’— the process of deliberately acting in accordance with the moon cycle—which can guide our daily decision making. **Each lunar phase will be affiliated with the sequential phases of the experience aimed toward reaching the ‘Higher Self’.**



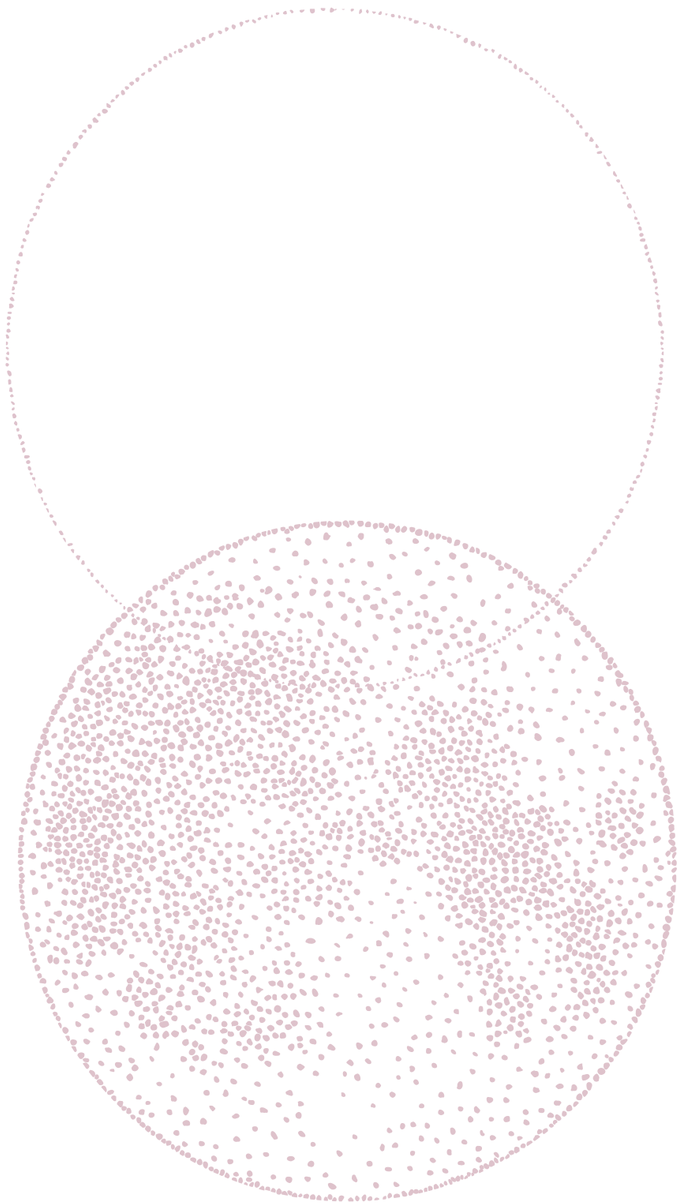
EXPERIENCE DURATION

The opening and closing dates of this experience are inspired by the 2023-2024 moon cycles.

The anticipated construction time for this project is estimated at four months. The exhibition duration is approximately a year long.

March 21, 2023 is the New Pink Moon.
March 25, 2024 is the Micro Full Moon.

After the project duration surpasses, the demolition will only consist of interior walls and free standing elements. The outer structure will be donated to Brooklyn Bridge Park in partnership with the City of New York, and can be used as a permanent event space under the Bridge.



Extended design platforms includes **BetterUp Care™ The Human Transformation Platform, for all.** Mental health is a driving force for each person's ability to feel and perform at their best. But today's solutions aren't designed for everyone, and the range of support that people need goes beyond just clinical care. BetterUp Care™ is built to meet each person's individual needs across the entire well-being spectrum, and scalable for your entire organization to access. This experience focuses on individual well-being rather than organizational. Those who took part in the experience will receive a BetterUp one month trial to continue their personal journey's to reach their highest self. BetterUp's mobile platform enables us to provide customized and personalized development with the efficiency and scale not possible before.

CONCEPT PLAN

BROOKLYN BRIDGE

MAX FA
GARDEN

EXIT

ENTRANCE

01 THE POWER OF INTENTION

02 BE HERE NOW

03 MIND.BODY.SOUL

04 PRACTICE YOUR ENERGY

05 IT'S A LIFESTYLE

06 HIGHER SELF

EX.2.00
EXPERIENCE WALKTHROUGH

SEE

An intro graphic wall indicating what the experience entails. A staff memeber standing at the entry to explain more about the experience.

DO

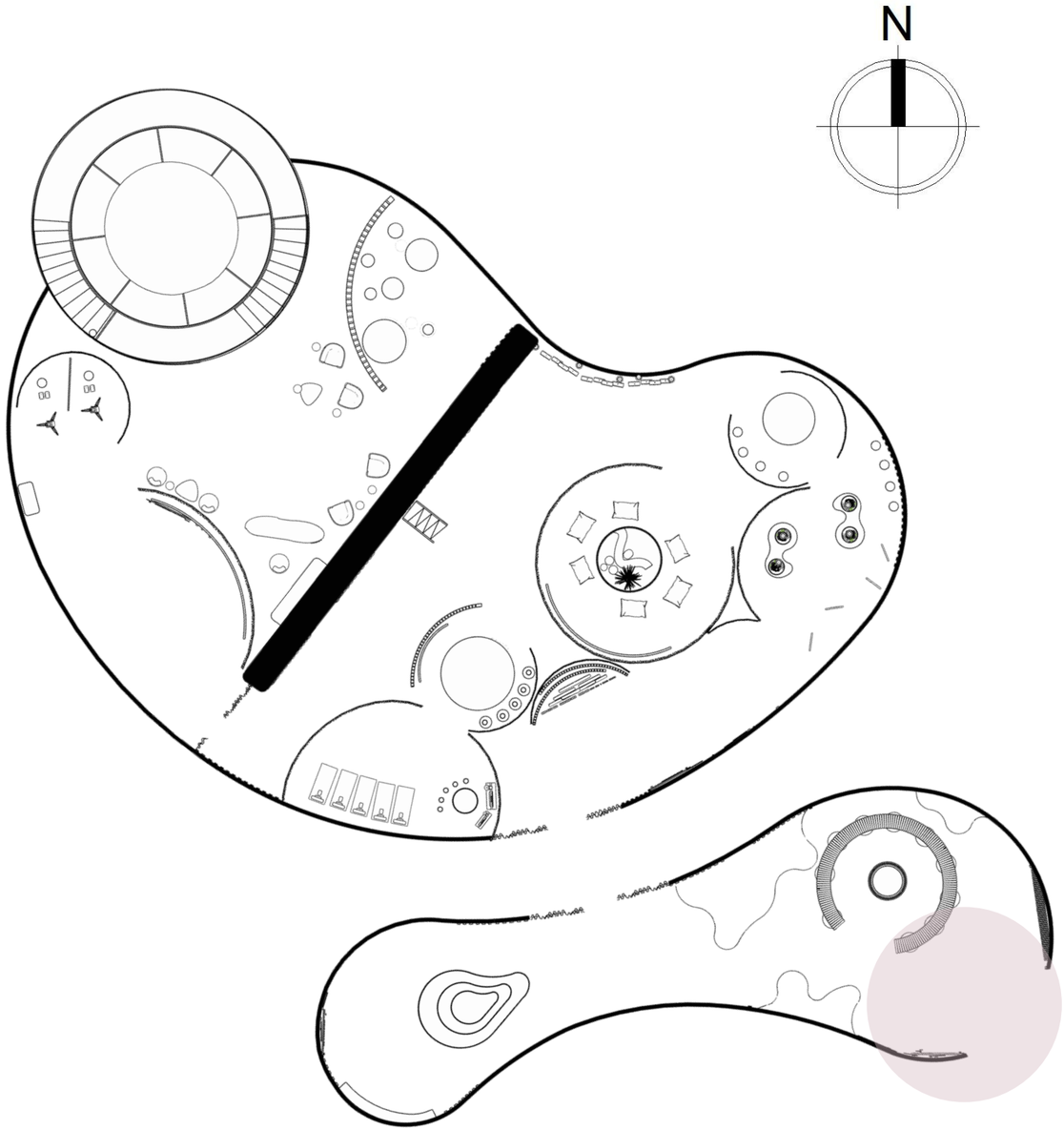
Visitors will read the intro graphic and will be introduced to the experience by a brand ambassador. They will explain the game of You Are The Cosmos, as well as briefly introduce the subject of whole-person wellness.

LEARN

Visitors will learn about the experience they are about to step into, and a breif layer about whole person wellness.

INTRODUCTION

New Moon: The Power of Intention (Introduction)
Healthy behaviors intro
Accept Self-Responsibility
“The pain of one affects the pain of the others”



1 GENERAL PLAN
1'' = 20'

YOU ARE THE COSMOS
THE ART OF BEING

SEE

Through the use of immersive graphics and text, visitors will be guided to begin invitation and attraction: “what am I ready to invite into my life?” That’s the big question during the new moon. Visitors will be reminded that upon entering this experience, they should be open-minded and willing to try new things that may feel unfamiliar and intimidating. This is an important aspect of the experience.

DO

Visitors will use the New Moon to set intentions for their journey through this experience, with the main goal of reaching the higher-self area of the exhibition. They will be encouraged to write down their intentions on plantable note cards, and add them to a plant bed – planting seeds for the future. Visitors could also take a mini pot home and plant their note cards in it to carry with them.

LEARN

The New Moon is a time of new beginnings and fresh starts. The seeds will sprout over time and represent each visitor’s growth. This approach begins community-building and demonstrates biophilic design.

THE POWER OF INTENTION

New Moon: The Power of Intention (Introduction)
Healthy behaviors intro
Accept Self-Responsibility
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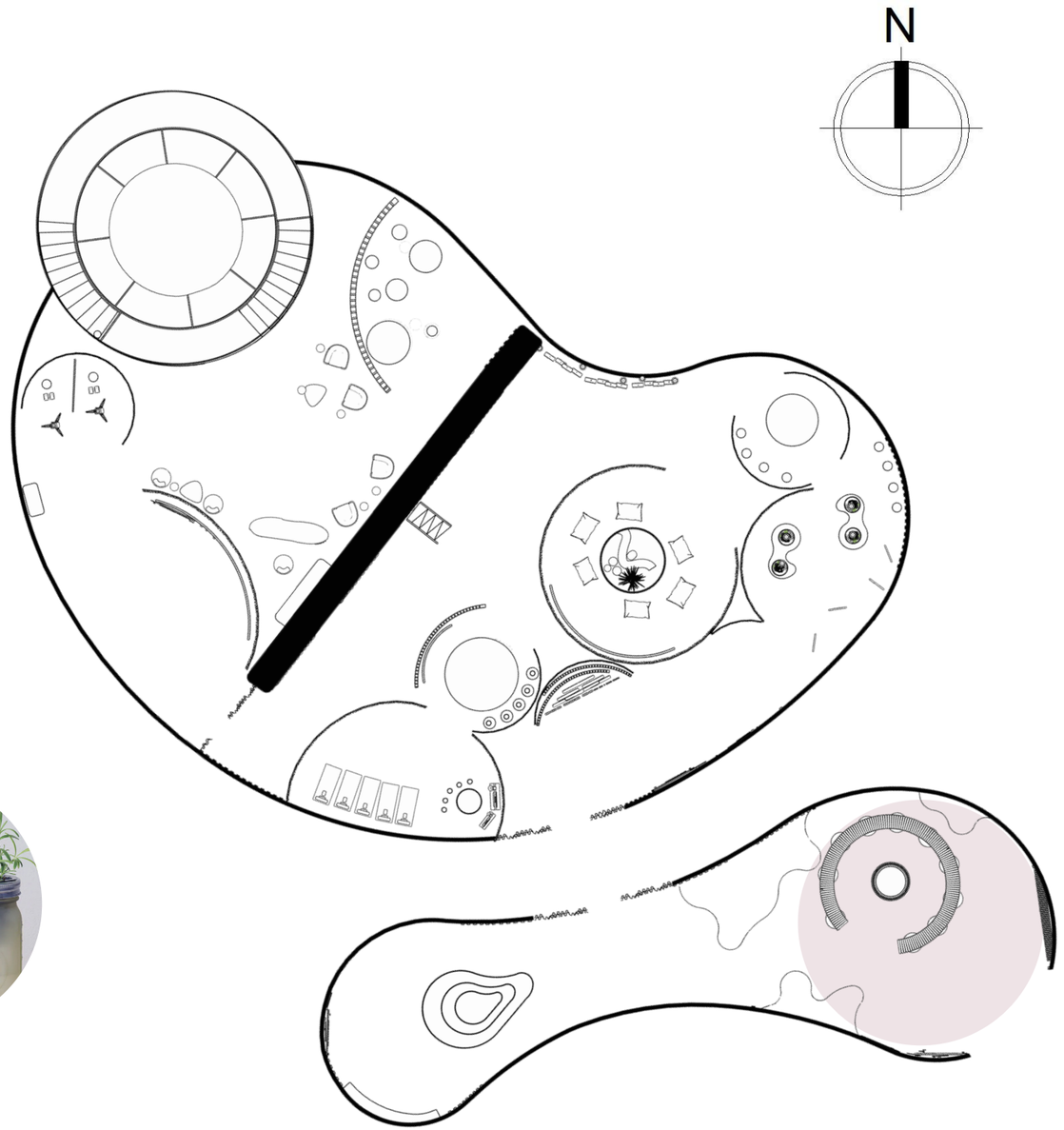

1 GENERAL PLAN
1'' = 20'

new moon

THE POWER OF INTENTION

Your thoughts and beliefs from the past have created this moment and all the moments up until this moment. what you are now choosing to think, believe, do and say will create the next moments that will come together to make your future

Your thoughts and beliefs from the past have created this moment and all the moments up until this moment. what you are now choosing to think, believe, do and say will create the next moments that will come together to make your future

way to wholeness through the art of being

ng uses the energy of lunar phases to guide your self care and personal

so a way of using the moon to manifest your dreams and goals. The first

ng the moon to manifest by way of moon mapping is to identify your

moon is the time to plant the seed for your intention in the weeks

ntential, direct, vague, or specific as you want. Manifestation

you want and internalizing the belief that it's possible -- and

on a schedule.

ve out of my apartment." "Health and happiness for my

e up enough money to clear my credit card debt." "Find a

esn't make me feel like I'm on a hamster wheel."

Planting Seeds | The Future

step 1

step 2

step 3

NOW

wha

SEE

Through the use of immersive graphics and text, visitors will be guided to begin invitation and attraction: “what am I ready to invite into my life?” That’s the big question during the new moon. Visitors will be reminded that upon entering this experience, they should be open-minded and willing to try new things that may feel unfamiliar and intimidating. This is an important aspect of the experience.

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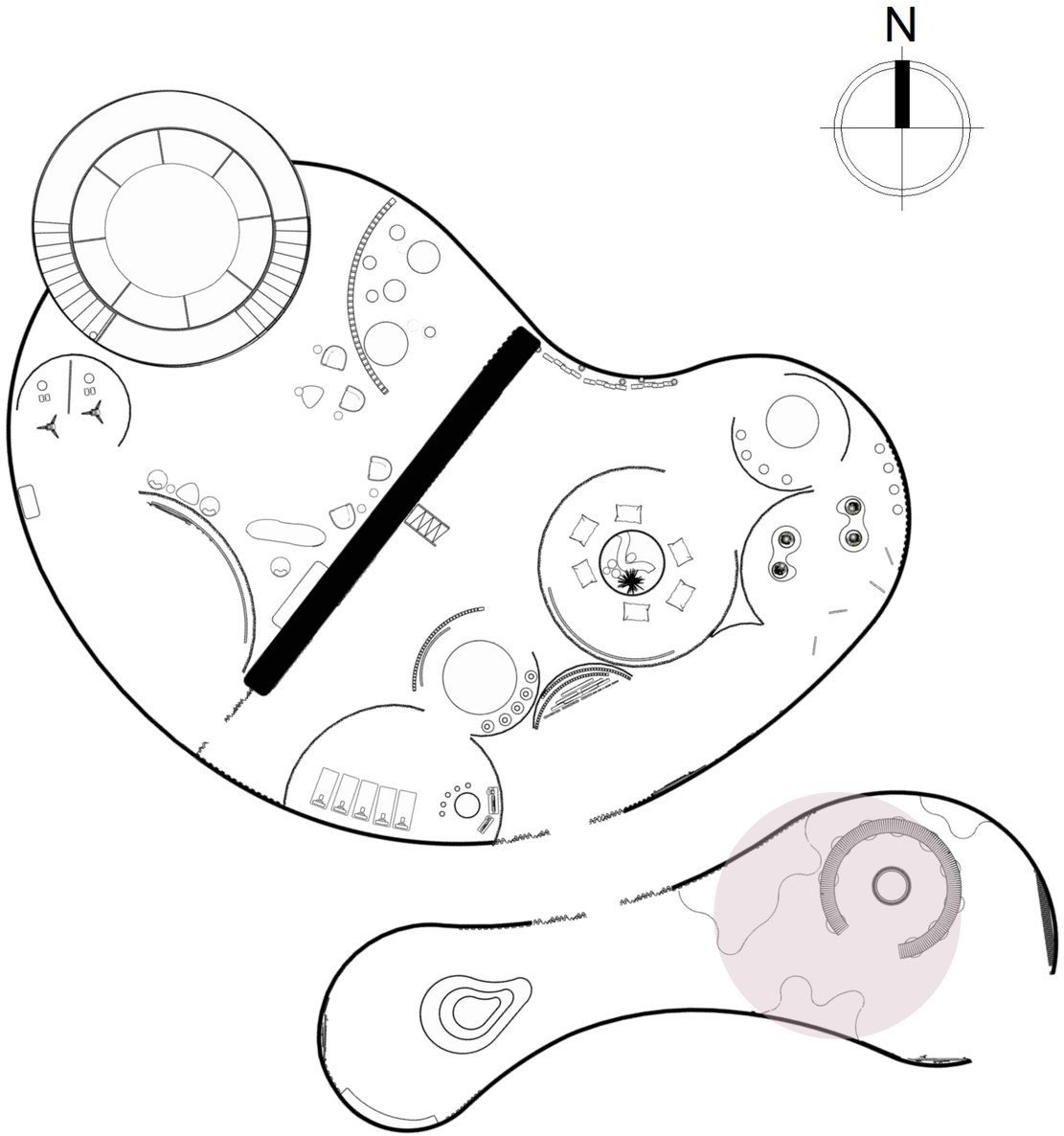


1 GENERAL PLAN
1'' = 20'

what can I ready to invite into my life?

what do I need to be my truest, authentic self?

what do I need to feel so that I can DO more?

What do I need to feel so that I can BE more?

SEE

This area will display natural medicinal approaches, offering visitors to smell various herbs which will be mounted/displayed on walls, and create their own oils and herbal blends, alongside learning from professional practitioners. At this point of the exhibition, visitors should understand the whole person approach and have a general understanding of holistic wellness traditions.

DO

This approach is hands-on and personalized. Visitors can explore various herbs and read info-graphics about places of origin, and the importance of being educated on the subject to understand the effects on the mind, body, and soul while waiting to be paired up with a licensed naturopathic doctor.

LEARN

This area of the exhibition will introduce visitors to the 8 dimensions of wellness and what they each consist of. This should give a clear understanding to the visitor of why they are interconnected, referencing “The pain of one affects the pain of the others”.

Waxing Crescent: Be Here Now (Education)
Interconnected: Why?
Places of Origin + Holistic Traditions
Whole Person Approach
Safe + Effective & Preventing Disease

BE HERE NOW

1 GENERAL PLAN
1'' = 20'

waxing crescent
BE HERE NOW
Herbs and Spices for Healing the Body
echinacea
chamomile
dandelion
St. John's wort
clover
plantain
What is Ayurveda?

SEE

The area will have a dimensional experience logo alongaide mural content graphics about MIND BODY and SOUL throught the 8 Dimensions of wellness. Each dimension of wellness will be represented by only one interactive, alongside resources for other ways to fulfill that dimension.

DO

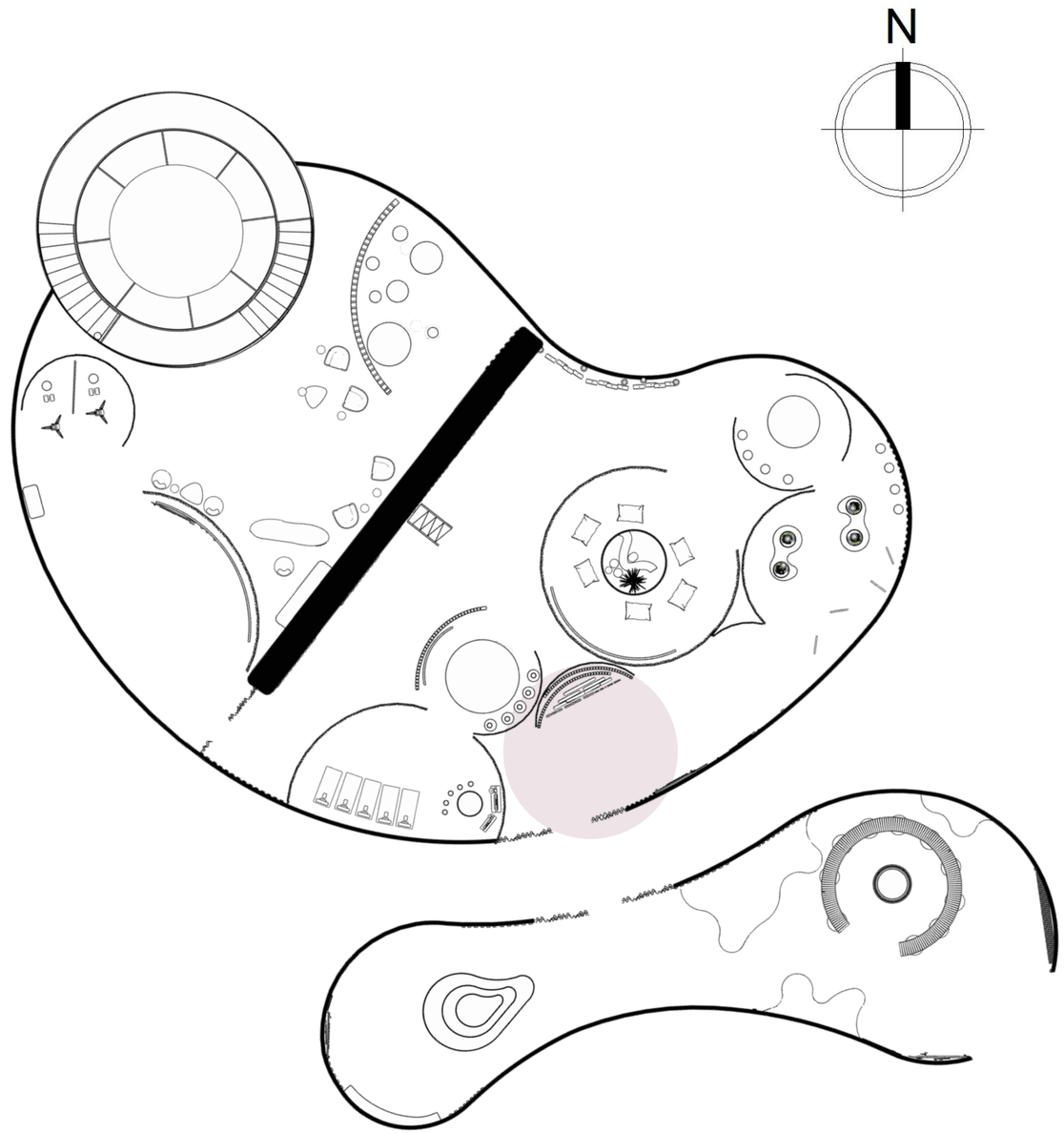
Visitors focus on the MIND BODY and SOUL through Social, Intellectual, Occupational, Physical, Environmental, Financial, Emotional, and Spiritual Wellness activities. Visitors will spend most of their time in this area of the exhibition.

LEARN

This approach is designed to give the visitor a general idea of what it would look like to apply the whole-person approach to their daily life.

MIND.BODY.SOUL.

First Quarter: MIND BODY SOUL (Manifestation)



1 GENERAL PLAN

1'' = 20'

THE ART OF BEING

SEE

The area will have Micro-Environment bowls alongside glass lenses to explore the habitat within. These bows are filled with plants and microorganisms. There are sound cones above the head with audio explaining the activity and how to shift the mindset and apply what visitors learn.

DO

Visitors focus on the BODY through Environmental Wellness. **Through a smaller Lens:** Visitors will explore small ecosystems through a magnifying lens to help them understand the impacts and structure of the ins and outs of small ecosystems and to apply those thoughts on a larger scale (earth).

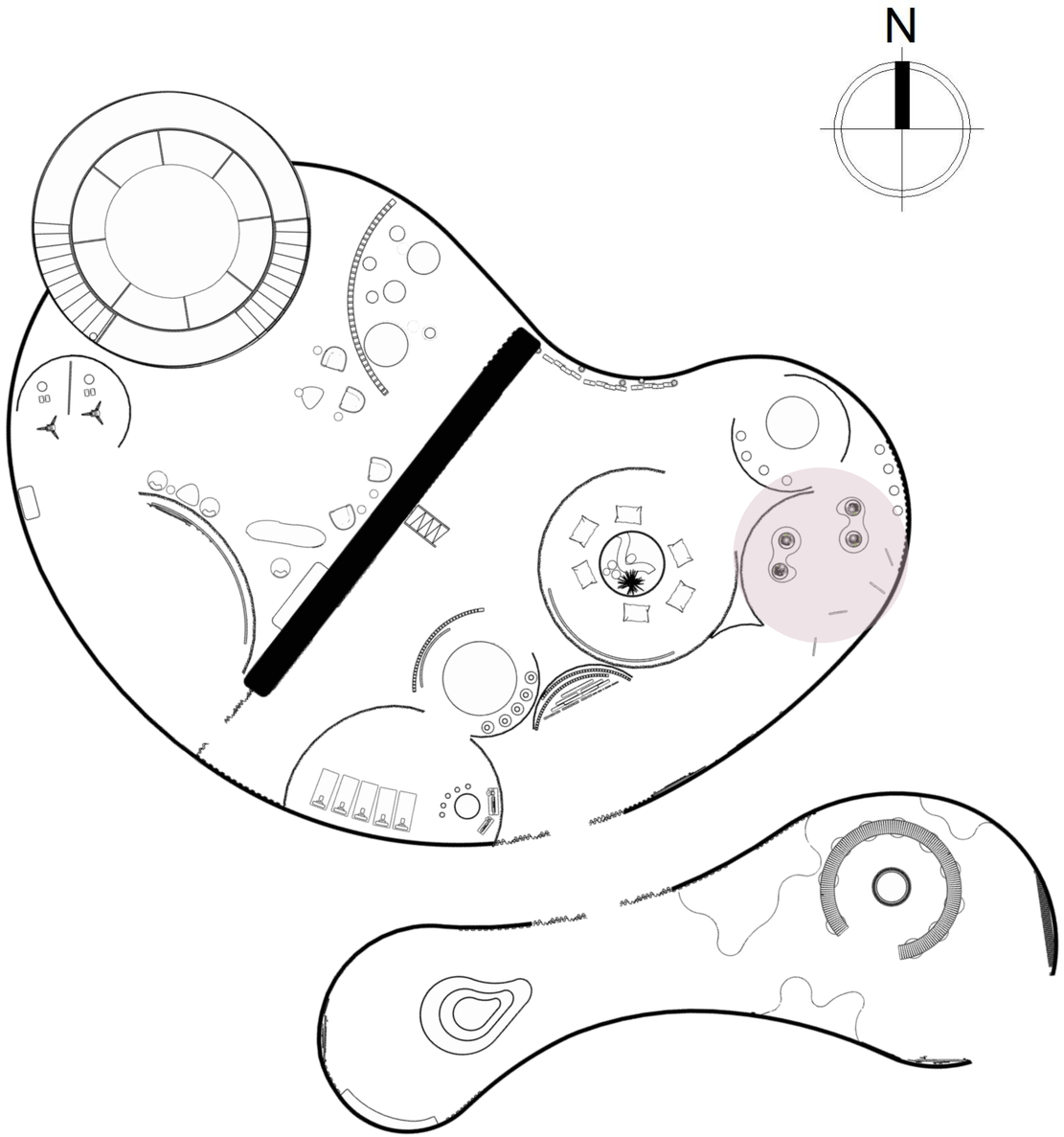
LEARN

Your body is the physical aspect of yourself that carries you through life and allows you to experience the world through your five senses.

MIND.BODY.SOUL.

First quarter: MIND BODY SOUL (Manifestation)

BODY
Environmental wellness: Through a smaller Lens



1 GENERAL PLAN
1'' = 20'

Environmental Wellness
Through a Smaller Lens

SEE

Visitors will see a display of poetry books all wrapped in a blank cover. Audio of various short poems will play from sound cones.

DO

Visitors focus on the MIND through Social Wellness.
Blind Date with Poetry: Visitors will pick a book of their choice to read a few excerpts of poetry. Books will include
Milk and Honey, Rupi Kaur
Yesterday I was the Moon, Noor Unnahar
Pillow Thoughts, Courtney Peppernell
Bloom, Beau Taplin
William Blake
Yates

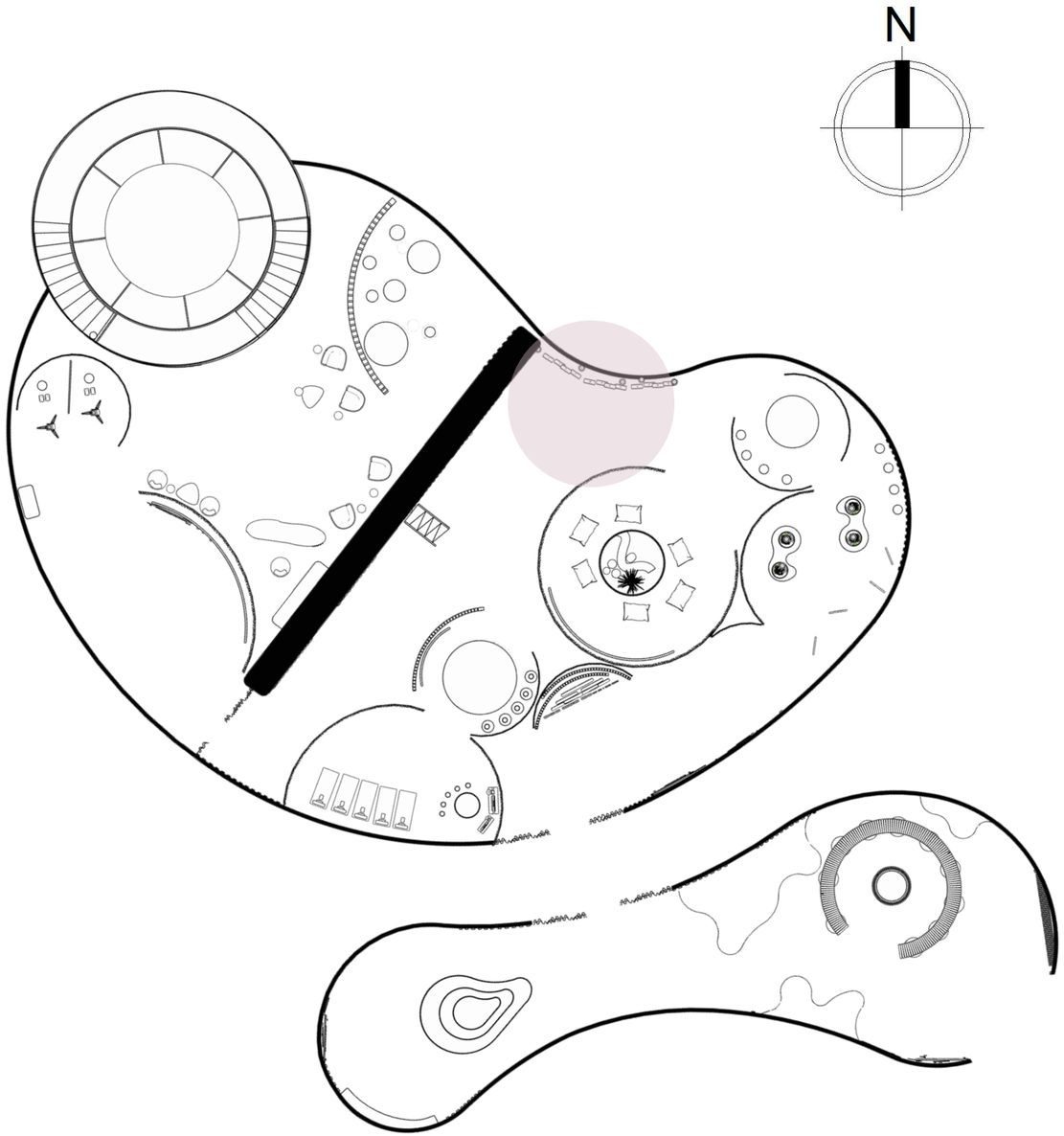
LEARN

Your mind is your thinking mind (both conscious and unconscious) that is responsible for your beliefs, thoughts, and actions.

MIND.BODY.SOUL.

First Quarter: MIND BODY SOUL (Manifestation)

MIND
Intellectual wellness: Blind date with Poetry



1 GENERAL PLAN
1'' = 20'

MIND
Intellectual Wellness
Blind Date with Poetry

SEE

The area will have a large scale “Pod Wall” with four 1-2 person sized pods within. The pods are filled with pillows, wall phones, and a mini directive graphic prompt on the wall.

DO

Phone a Friend: Audio prompts inside wall phones ask visitors to send a message to someone they love or have not spoken to in a while. The message will be played back to them.

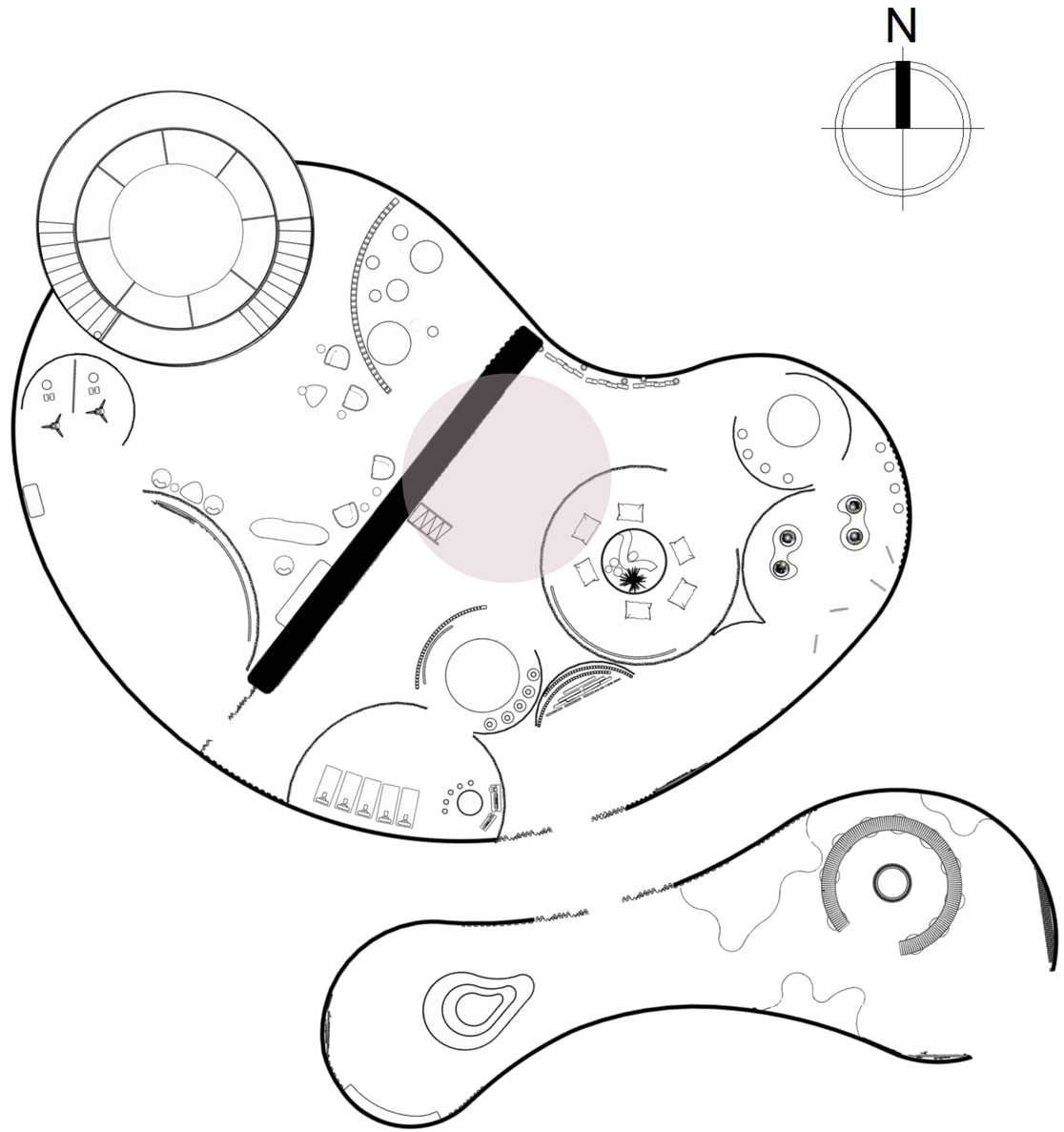
LEARN

Your mind is your thinking mind (both conscious and unconscious) that is responsible for your beliefs, thoughts, and actions.

MIND.BODY.SOUL.

First Quarter: MIND BODY SOUL (Manifestation)

MIND
Social wellness: Phone a friend



1 GENERAL PLAN
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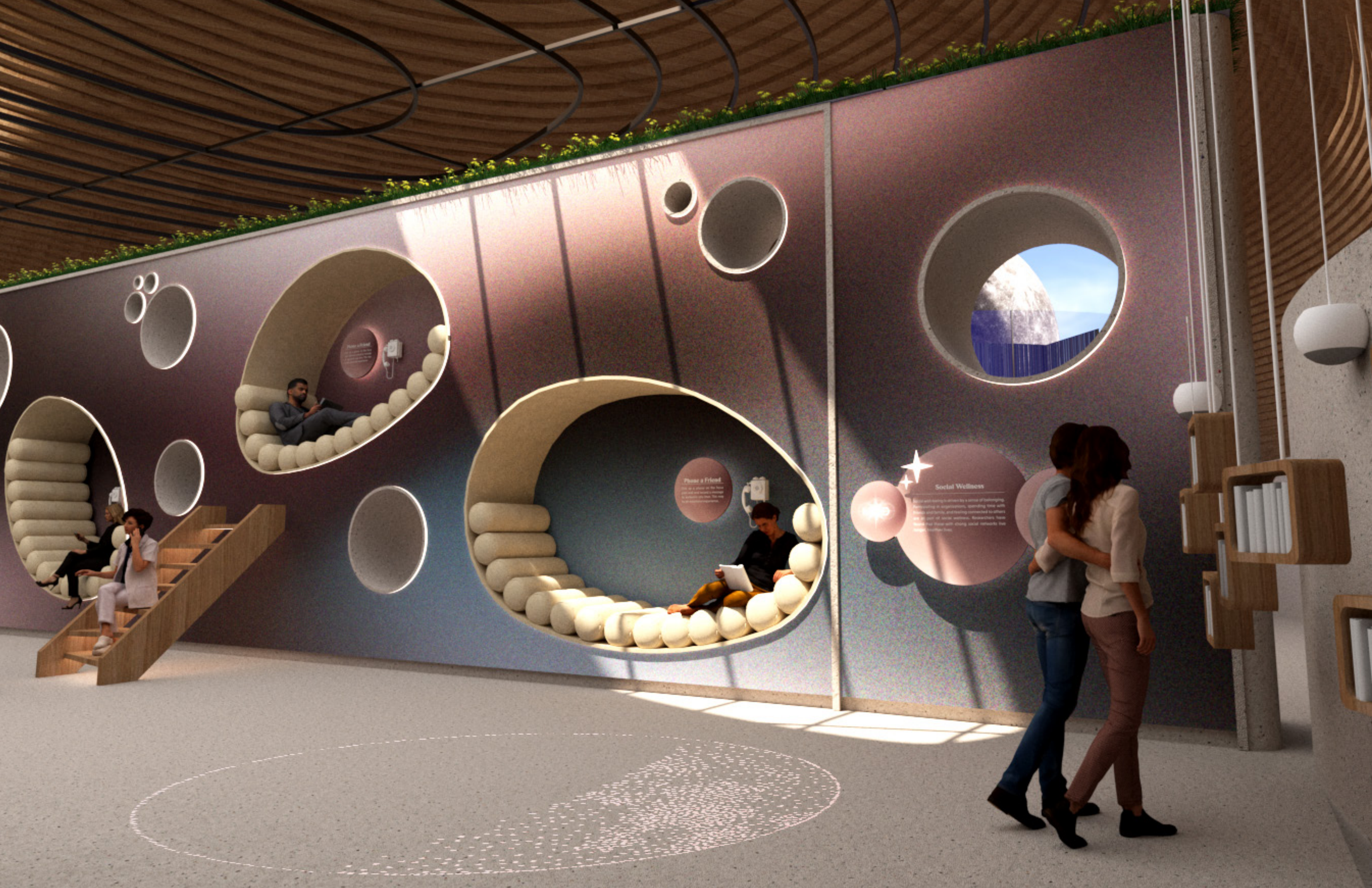

Phone a Friend
Social Wellness

SEE

The area will have pillows on the ground surrounding a zen garden sand box, and a 6' screen displaying videos of Flowbility and Yoga exercises.

DO

Visitors focus on the BODY through Physical Wellness. **Move Your Body**: Learn about the importance of mobility through a guided video encompassing flowbility and yoga practices.

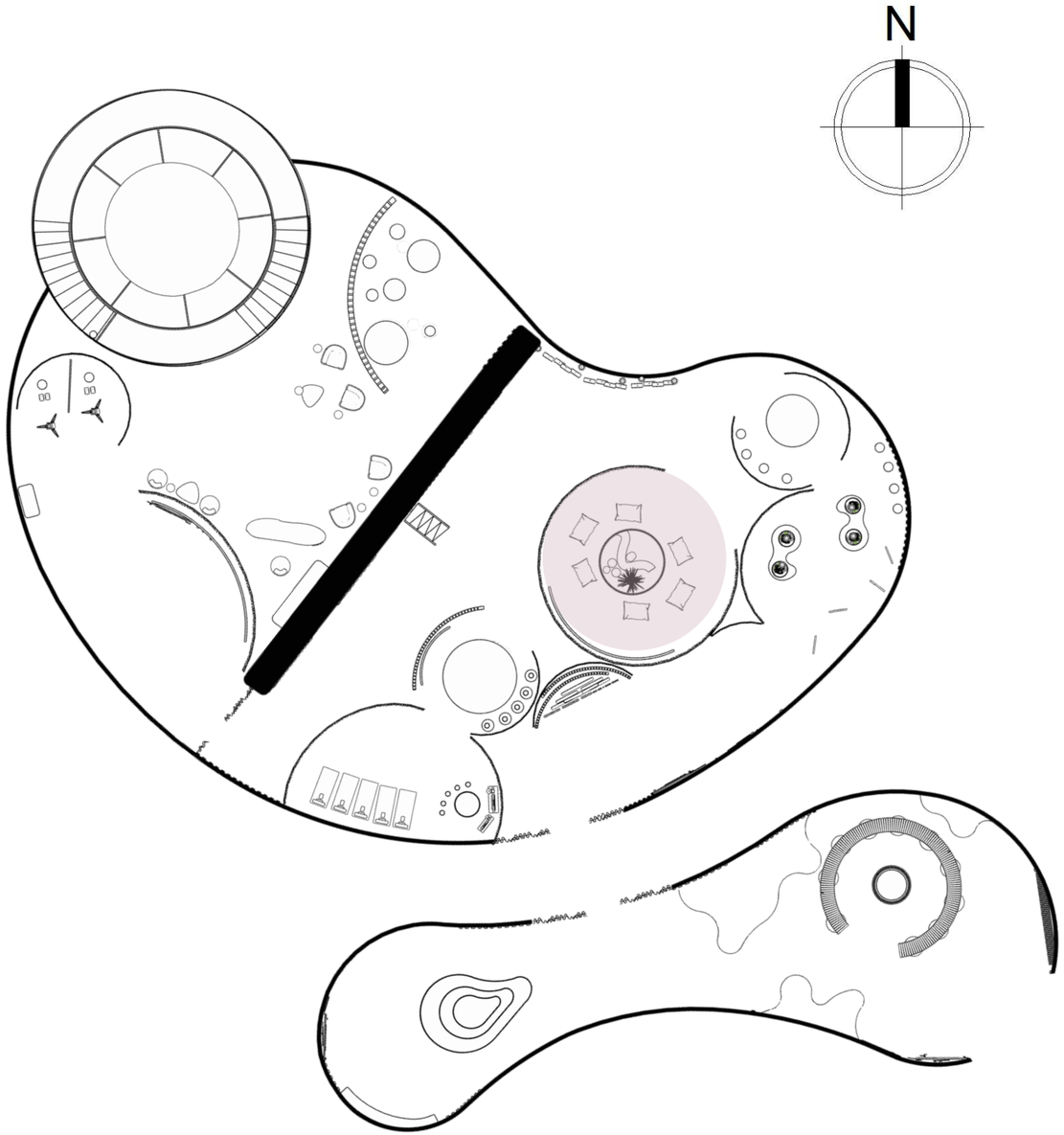
LEARN

Your body is the physical aspect of yourself that carries you through life and allows you to experience the world through your five senses.

MIND.BODY.SOUL.

First quarter: MIND BODY SOUL (Manifestation)

BODY
Physical wellness: Move Your Body



1 GENERAL PLAN
1'' = 20'

BODY

Physical Wellness

Physical well-being is sometimes thought of as being free from illness. However, simply "not being sick" doesn't really make for much quality of life. On the other hand, there are individuals who live with chronic diseases who feel vital and well. Physical health includes energy, flexibility, strength, fitness, sleep, and nutrition.

Move Your Body

Learn about the important of mobility through 4 guided video encompassing flowability and yoga practices.

SEE

The area will have displays of crystals and sound bowls alongsie a crystal chart and a suspended crystal ceiling.

DO

Crystals and Bowls: Visitors can discover more about the impacts of crystals on your soul, and what power each crystal holds. They can also test out how sound bowls work before stepping into the next activity.

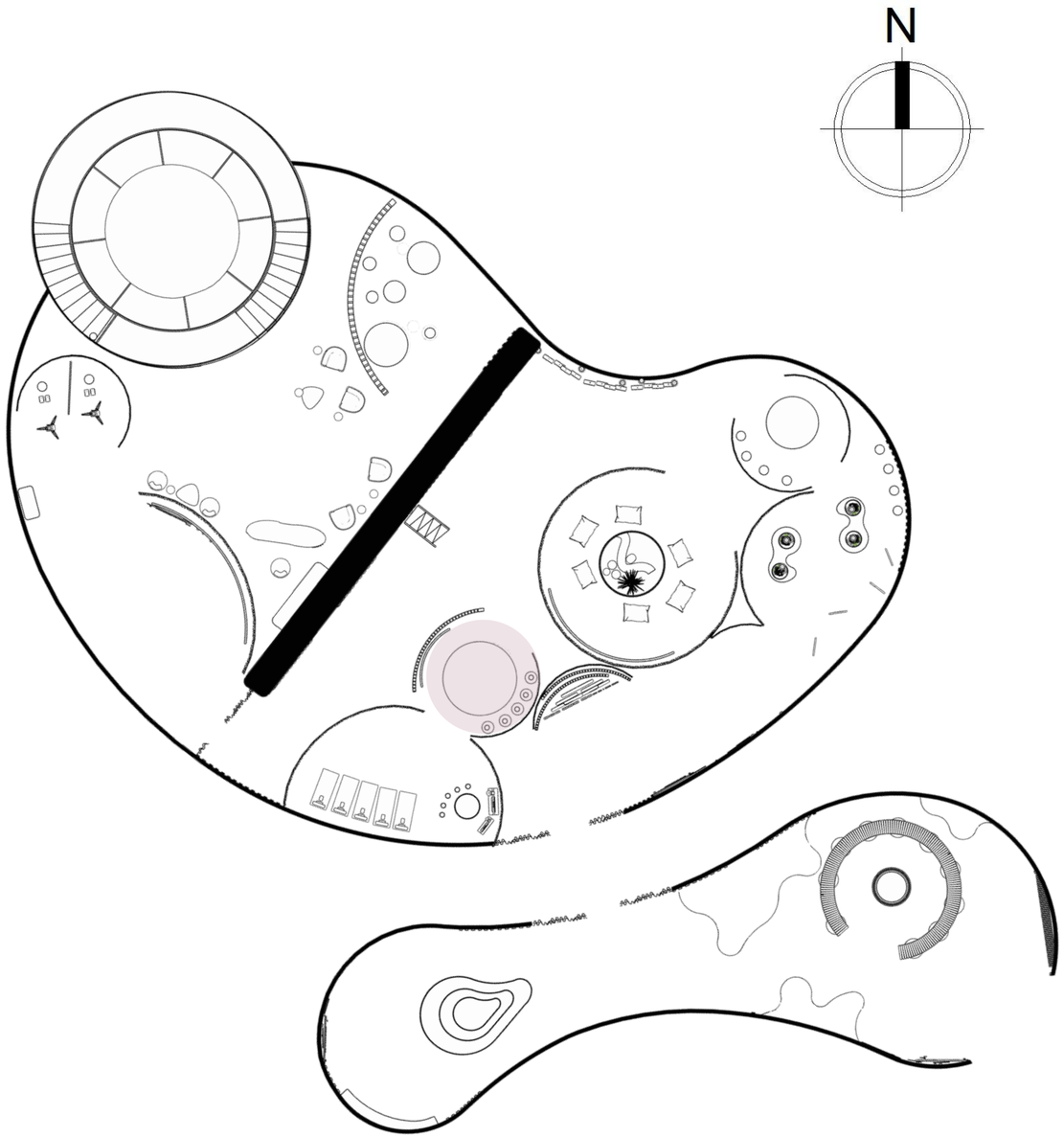
LEARN

Your soul or spirit is that intangible part of you that you might refer to as your essence. If you belong to a particular faith, it may be easy for you to connect with the concept of your soul. If you are secular, you might find it outside of religions in actions such as spending time with yourself in nature, doing yoga, or meditating.

MIND.BODY.SOUL.

First quarter: MIND BODY SOUL (Manifestation)

SOUL
Spiritual wellness: Crystals and Bowls



1 GENERAL PLAN
1'' = 20'

Minerals
Spiritual Wellness
Crystals and Bowls

SEE

The area will have floor mats, two Tibetan gongs, an array of sound bowls, and a professional sound healer to guide sessions.

DO

Visitors focus on the SOUL through Spiritual Wellness. **Sound Bowls**: Visitors can join one of many healing sound bowls sessions throughout the day. These sessions last 15 minutes each and leave visitors rejuvenated and relaxed.

LEARN

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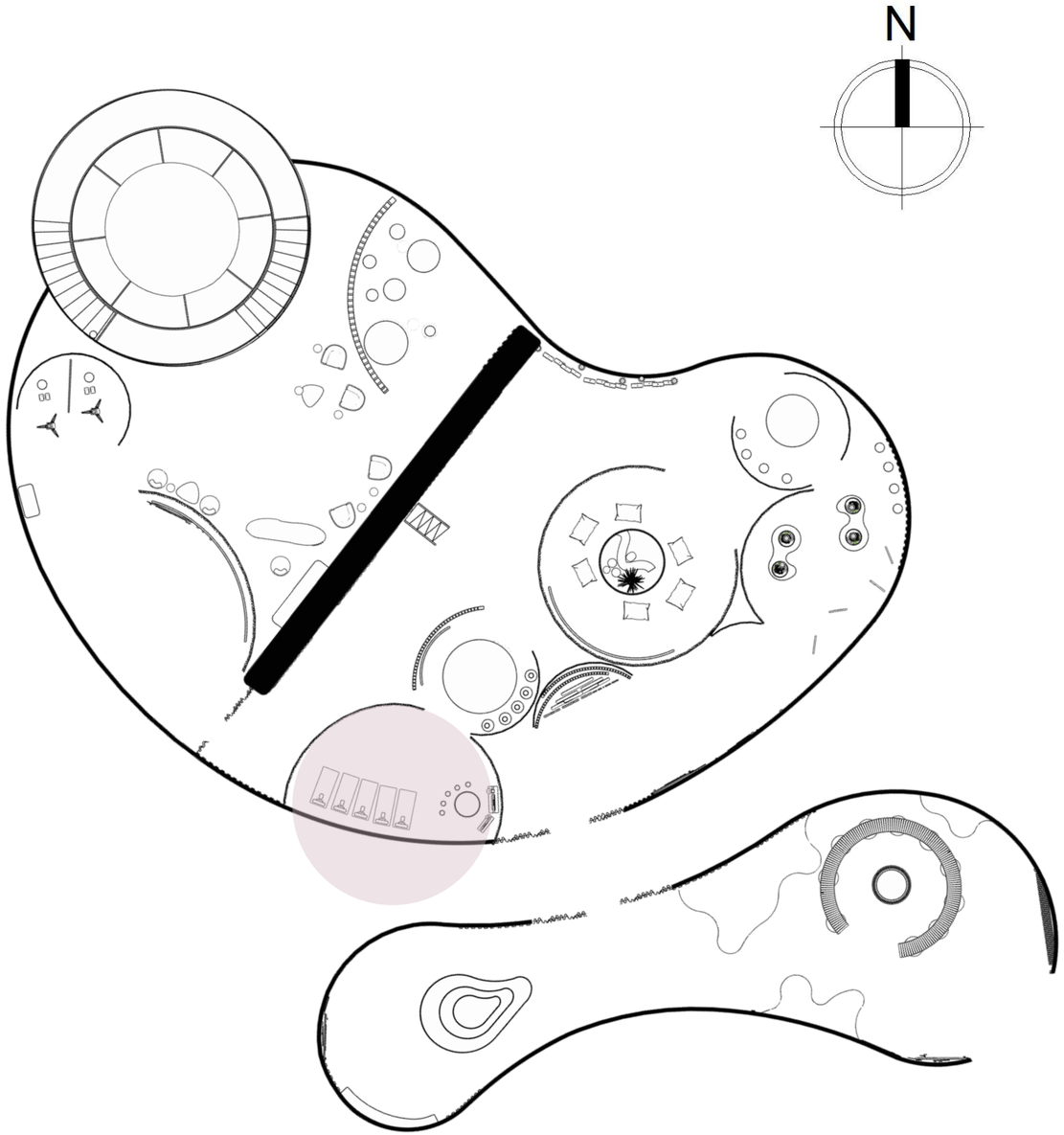
MIND.BODY.SOUL.

First quarter: MIND BODY SOUL (Manifestation

SOUL
Emotional wellness: Sound Bowls



1 GENERAL PLAN
1'' = 20'

SOUL
Emotional Wellness
Healing Sounds
SOUL

SEE

The area will have a full wall projection of visitors auras. This projection is motion sensored creating an interactive experience A Waning Gibbous Moon phase is a time to look inwards and re-evaluate your goals. It's a time to feel grateful for what has been this month and re-adjust your intentions moving forward.

DO

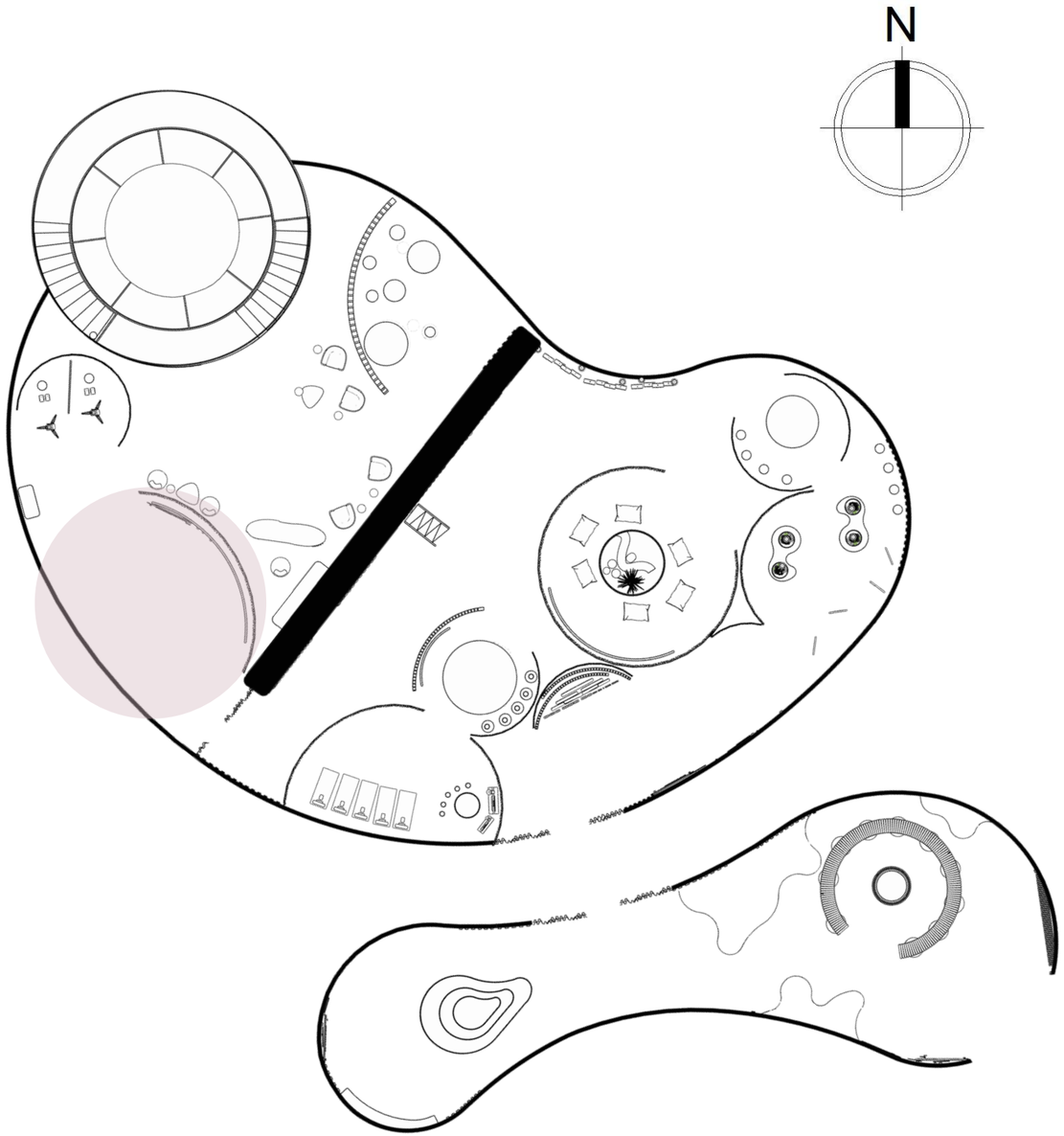
Visitors will be able to project their auras after photographing them with the AuraCam 6000. They can scan their printed photographs at a kiosk to interact with them via the projection wall.

LEARN

Capturing one's aura can bring one closer to their inner self, seeing it life-sized in front of you can elevate the connection.This area asks "who am i" to the visitors and put themselves first.

PRACTICE YOUR ENERGY

Waning Gibbous: Practice Your Energy
Exploring your inner self (who you are)
Self-defined & Dynamic
Unplugging from Technology
Respect for Yourself & Others
Put yourself First



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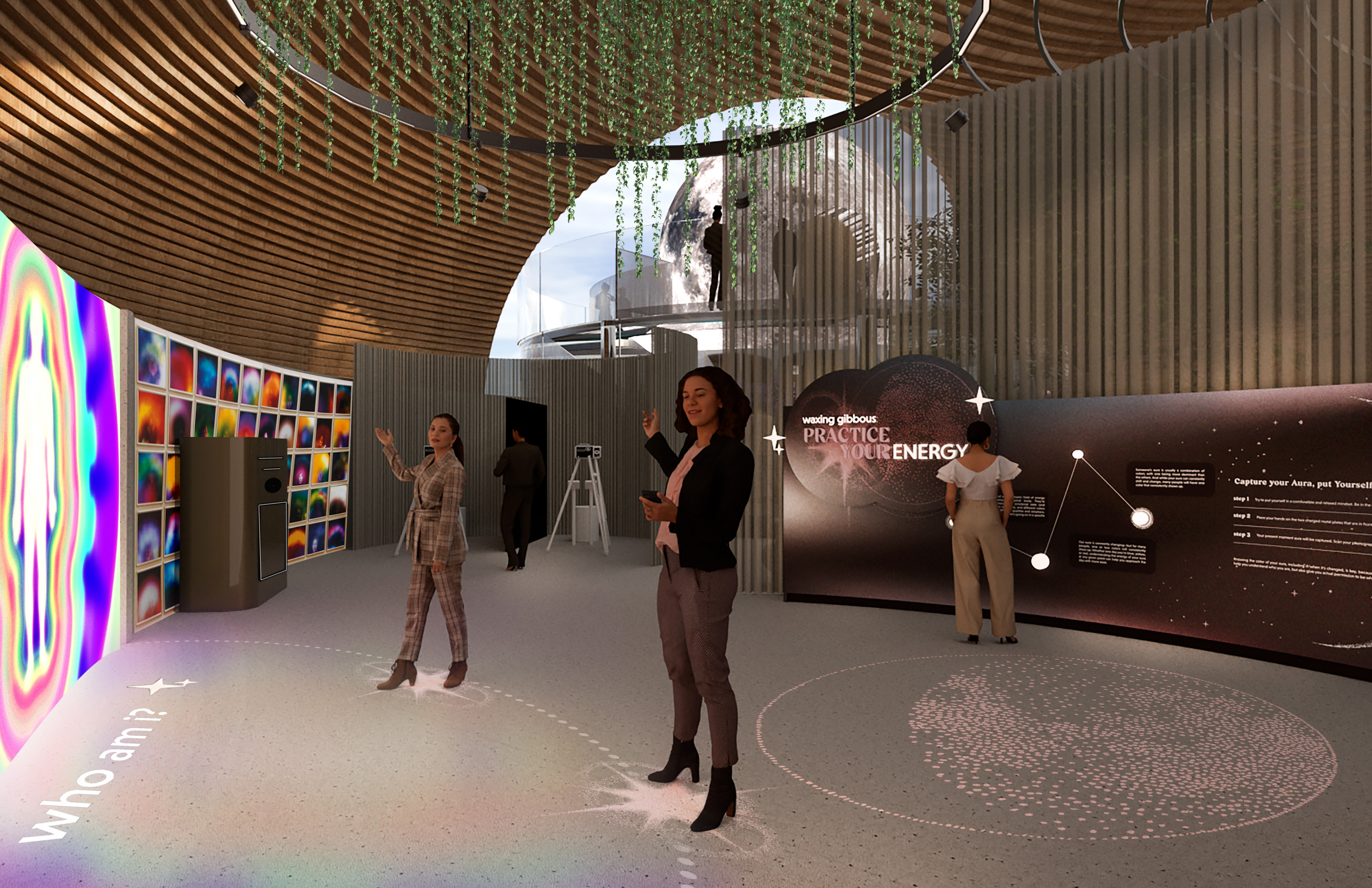

waxing gibbous:
PRACTICE
YOUR ENERGY
Capture your Aura, put Yourself
step 1
step 2
step 3
Who am i?

SEE

We can refine and clarify our ideas under this lunar phase. Assessing situations and discussing our feelings is a key focus now, as we are looking inwards and figuring out what we need to change in our lives. Reciting positive daily affirmations will give us the confidence to evolve and transform during the Full Moon.

DO

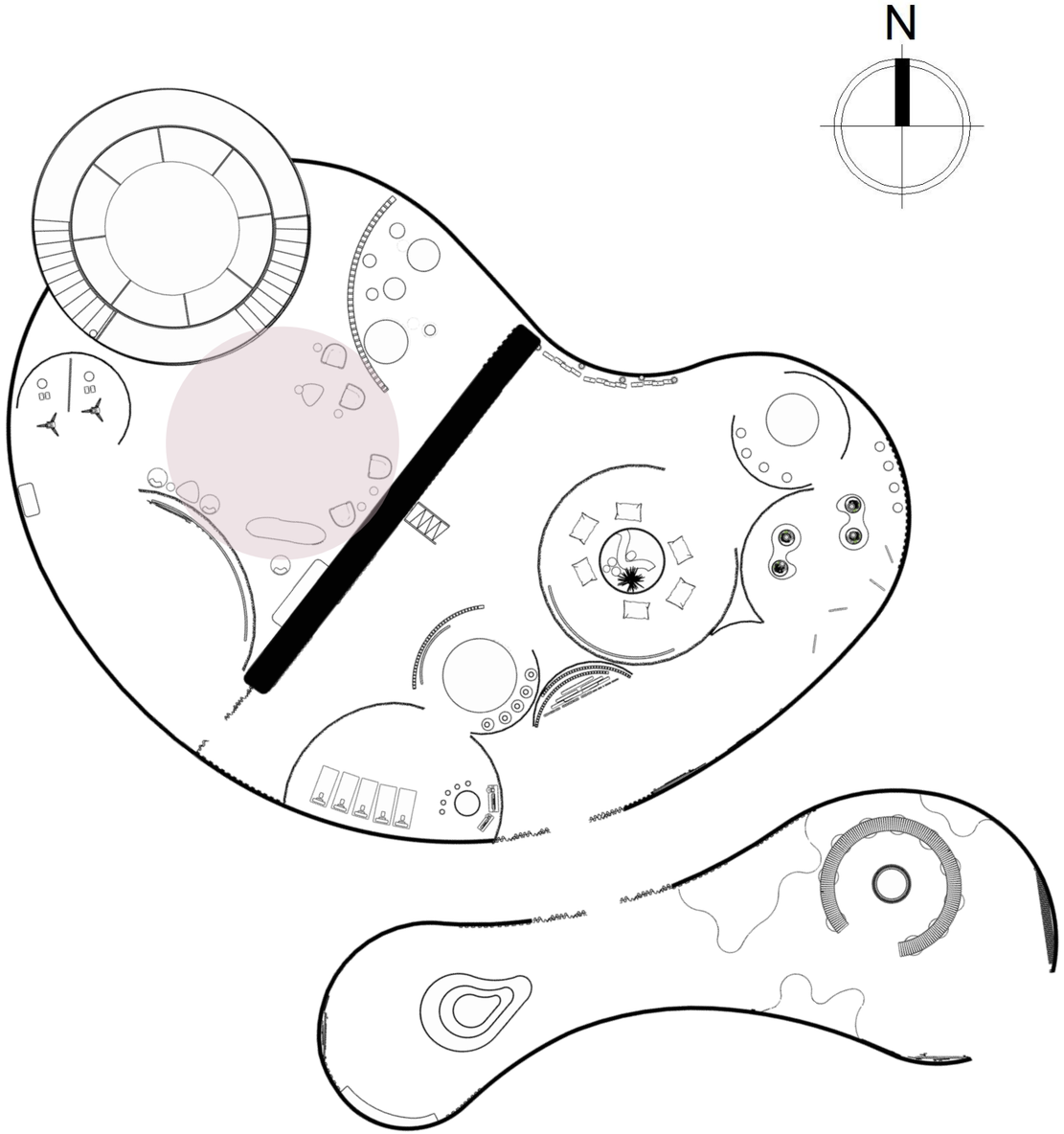
Visitors are now equipped with ideas in their minds about how to apply the eight dimensions of wellness to their lives. In this area, visitors will be given the opportunity to write their thoughts, share knowledge, and give others affirmations anonymously on paper. These papers will be hung around the area for everyone to read.

LEARN

Although crafting affirmations can be straightforward, recent research has found affirmations effectively increase feelings of well-being and improve the likelihood of making good choices.

Waxing Gibbous: It's A Lifestyle (Affirmation)
Self-Control
Open-Minded
Share Knowledge & Sills
Find what works for you
Be in tune with yourself

LOUNGE | IT'S A LIFESTYLE



1 GENERAL PLAN
1'' = 20'

THE ART OF BEING

SEE

Full Moons illuminate everything around us—even our intuition. The Full Moon's glow allows us to see situations and relationships from a clearer perspective. Visitors come face to face with an illuminated, large-scale replica of the moon. This approach is a metaphorical approach to reaching the full potential of the highest self. The moon will be displayed between an elevated balcony that wraps around it, and the main structure of the exhibition.
This may be considered the "wow moment" of the experience.

DO

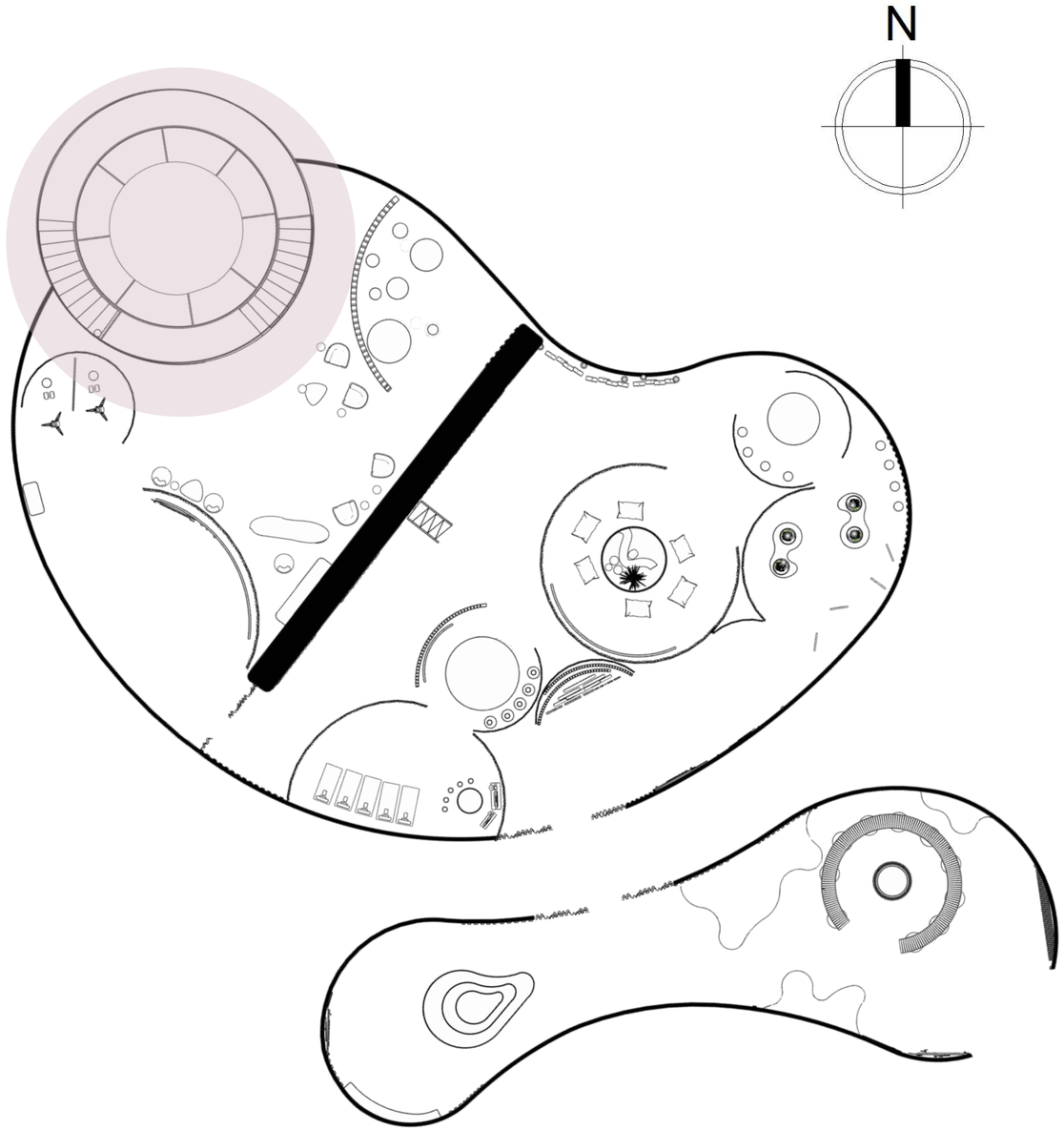
Along the railing on the balcony, visitors can sign their names to engrave their manifestation of connecting with their highest self. It is a moment to be proud of and one has completed a part of their journey through this soul-searching experience. They will receive a Label Tek Plastic Tamperproof sticker to sign and the staff will curate the signature art wall.

LEARN

It is a moment to be proud of and one has completed a part of their journey through this soul-searching experience.

HIGHER SELF

Full Moon: Higher Self (Full Potential of Wellness)
Resilience
Sense of Direction
Life-long Learning & Curiosity
Hippocrates healing power of nature



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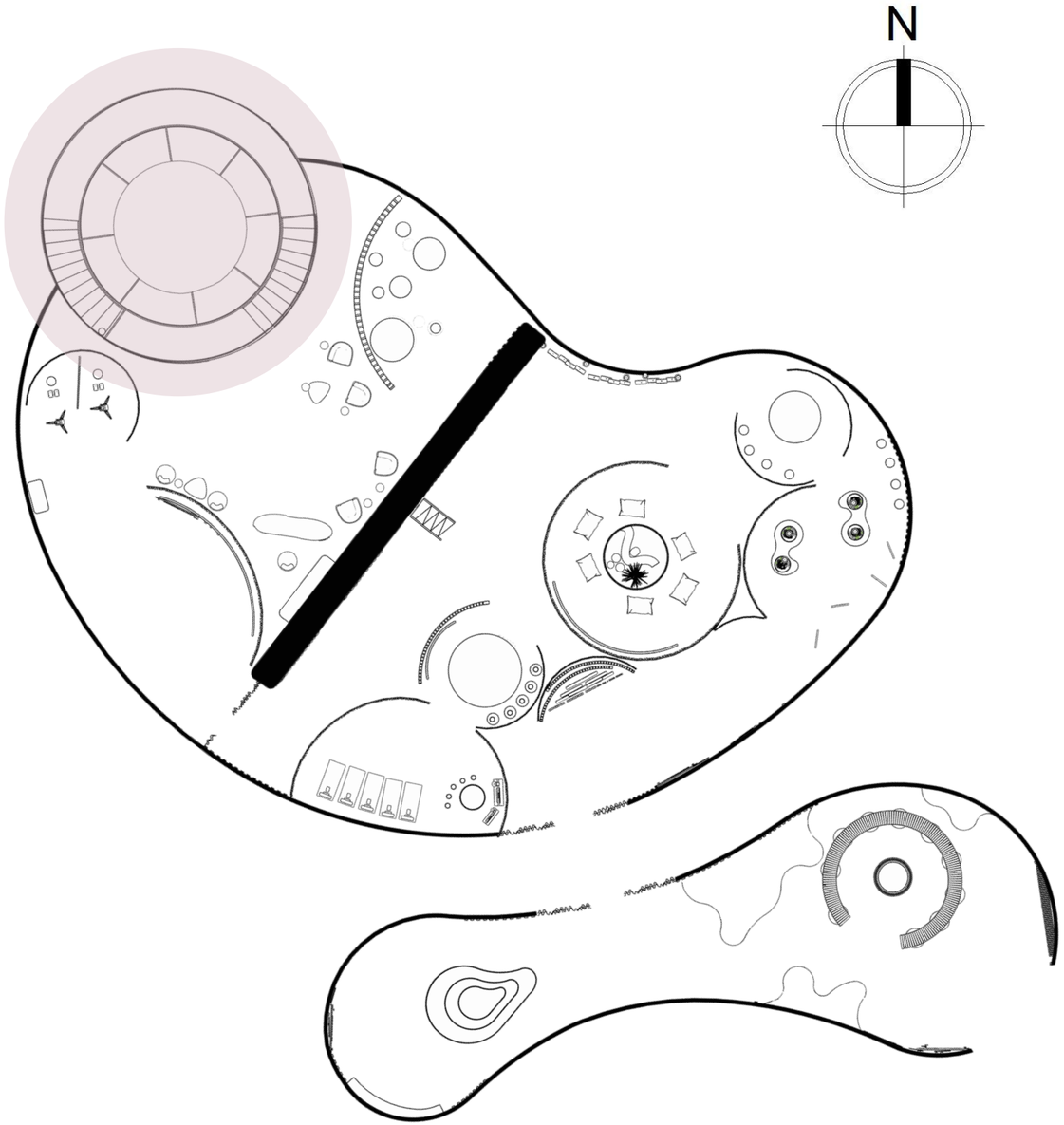

1 GENERAL PLAN
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12

SEE

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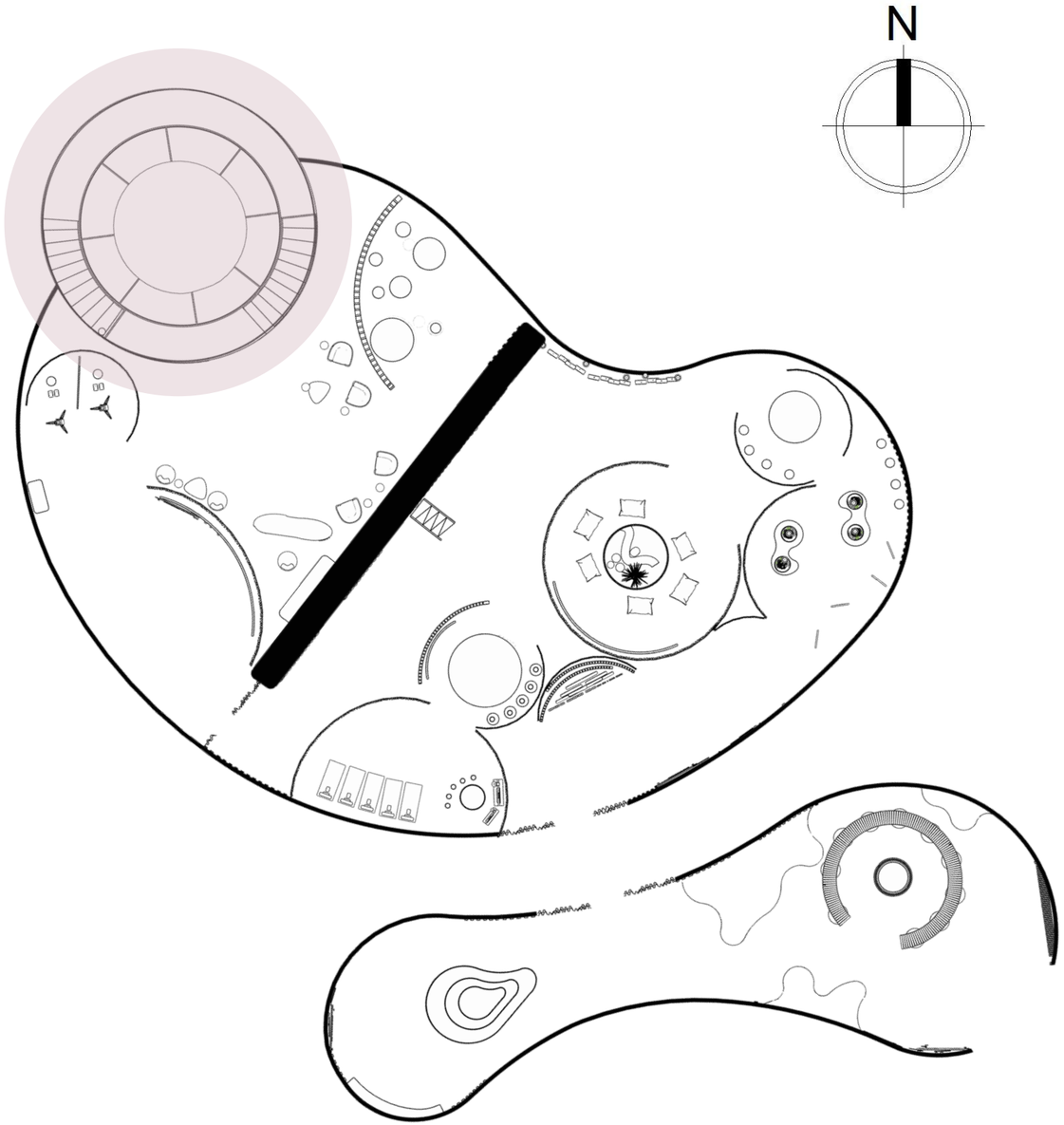
Resilience
Sense of Direction
Life-long Learning & Curiosity
Hippocrates healing power of nature



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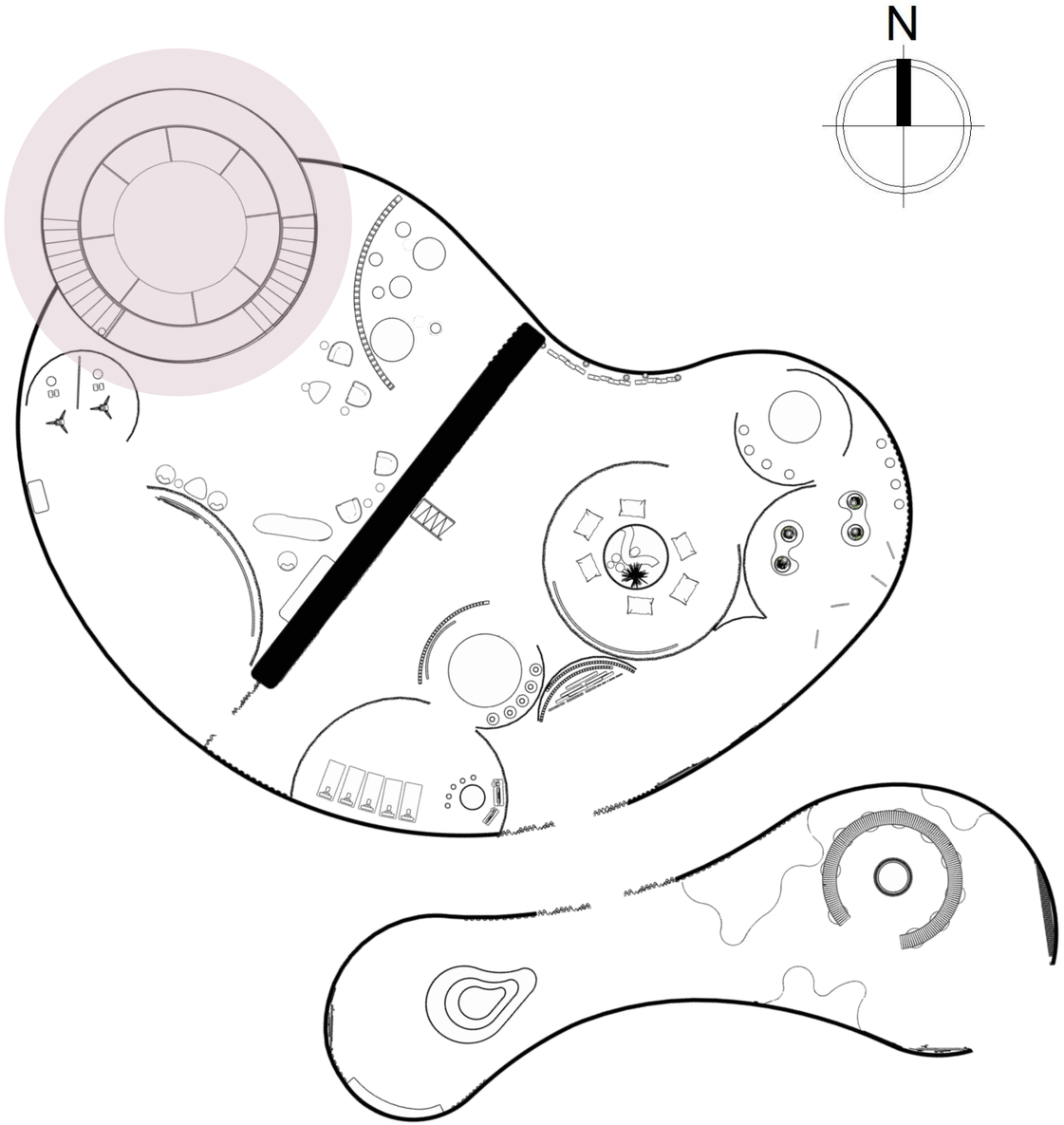


1 GENERAL PLAN
1'' = 20'

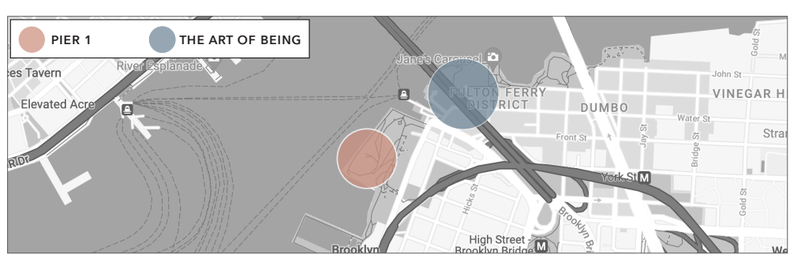
EX.3.00
SCHEDULES AND LISTS

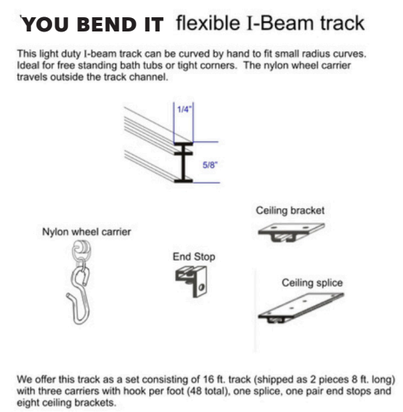
FINISH & MATERIALITY SCHEDULE

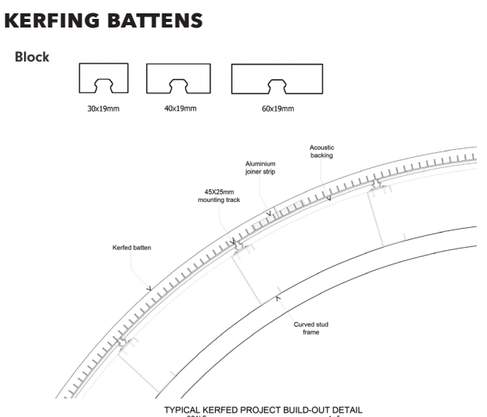
AREA	NAME	EXHIBITION AREA	CODE	Material / System	Description
01	THE POWER OF INTENTION	07	X.WD.01	Curved Timber Battens	SCULPTFORM® Timber Click-on Batten system combines simple, fast installation with either of our curving options – Steam Bending and Kerfing. Finish: Spotted Gum Raw
02	BE HERE NOW				
03	MIND BODY SOUL	03	X.AL.01	Aluminum Frame w/6" Tubing	Pod Wall Construction w reinforcements along pods.
04	PRACTICE YOUR ENERGY	08	X.EP.01	Epoxy Flooring	Anti-Slip Textured Natural stone Everlast Epoxy Systems Inc
05	IT'S A LIFESTYLE	08	X.WC.01	Cream textured Vinyl Wallcovering	Textured Natural Stone ATRE
06	HIGHER SELF	06	X.GL.01	Fiberglass	Cast fiberglass, seamed by irregular line hand painted 360° moon.
07	EXTERIOR STRUCTURE	06	X.ST.01	Galvanized Steel	Staircase, Level 2 Flooring
08	GENERAL	06	X.GL.02	Curved Glass Handrails	42" x 30" Glass Railing (Level 2) by Curved Glass Creations (CGC)
		06	X.GL.03	Curved Glass Walls	12'x 30" Glass Wall (Level 1) by Curved Glass Creations (CGC)
		06	X.FLM.01	One Way Vision Window Film	SOLYX® One Way Vision Window Film Privacy Level 4 - Most Private Least Visibility, offers most privacy
		08	X.WL.01	Curved Walls	Aluminum Framed sections with Flexboard anchored to ground
		08	X.WD.02	Plywood	Custom CNC cut plywood for suspended graphic locations
		08	X.LED.01	LED Strips	Backlit Graphic Panels to be backed with LED strips
		08	X.RNT.01	ADA Lift RENTAL	12' Lift from ADA Lift Rentals of America
		06	X.SYS.01	Flexible I-Beam Track	Covoc Corporation 16 Foot Set The nylon wheel carrier travels outside the track channel.
		08	X.RNT.02	Track Suspended Drape Rental	AAYS Event Rentals can provide 16' Sheer Drape Panels, av. in multiple colors.
		08	X.RNT.03	Form Decor Furniture Rentals	Curtain walls throughout exhibit at various heights secured via ceiling grid. Polar Bear Lounge Chair (4), Cloud Ottoman (Shearling)(2), Marmo Nero Side Table(6), Iris Lounge Chair(3).
		05	X.VNL.01	Heavy duty Reflective Vinyl	Columns and Elevator Structure Facade
		06	X.WD.03	Coated Plywood / Wood	Custom cut curved wall partitions coated with wear-proof finish.
		06	X.GL.04	Paneled Glass Floor	6" Double paneled glass floor supported by steel beams.
		08	X.PNL.01	Wall Accent Panels	Wall Panels coated with natural stone texture, 2" x 4" x 8'

EXHIBITION CONSTRUCTION PLAN

The large scaled, heavy load fabricated exhibition elements will be loaded on site via Pier 1 or as advised by the City of New York (NYC) and The Brooklyn Bridge Park Corporation (BBP). Footings, Curved walls, Aluminum frames, ADA lift, Moon, stairs, and all sections of the exterior structure will be loaded and transported over the East River.







THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

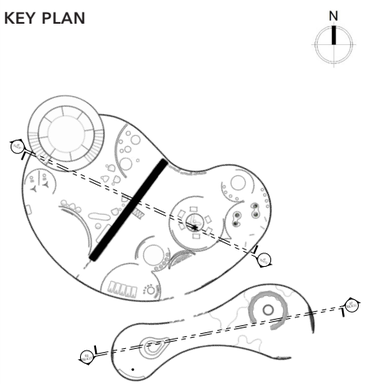
PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	FINISH SCHEDULE
DRAWING NO.	3.01
SCALE	N/A

NOTES

THESE DRAWINGS ARE NOT FOR CONSTRUCTION. CONTRACTORS SHALL ALWAYS VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS AND INFORM THIS OFFICE OF ANY VARIATIONS PRIOR TO PERFORMING WORK. WRITTEN DIMENSIONS SHALL HAVE AUTHORITY OVER SCALED DIMENSIONS. THIS OFFICE SHALL REVIEW CONTRACTOR'S SHOP DETAILS PRIOR TO FABRICATION.

MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



School of Graduate Studies
Exhibition & Experience Design

DRAWING NO.

EX.3.01

GRAPHIC SCHEDULE

GRAPHIC	TYPE
A	INTRODUCTION
B	AREA INTRODUCTION
C	SECTION INTRO
D	MURALS/CONTENT
E	DIGITAL MEDIA

GRAPHIC TYPE	NUMBER	DESCRIPTION	MESSAGE
A	01A.01.GR01-02	Exhibition Introduction (outside) 3D	YOU ARE THE COSMOS
B	02A.03.GR01	Moon Phases Floor Graphic	MOON
B	03A.02.GR01	Moon Phases Floor Graphic	MOON
B	04A.02.GR01	Moon Phases Floor Graphic	MOON
B	05A.03.GR01	Moon Phases Floor Graphic	MOON
B	06A.01.GR01	Moon Phases Floor Graphic	MOON
B	07A.02.GR01	Moon Phases Floor Graphic	MOON
C	04A.03.GR01	Suspended Panel / Content / Instructions	MIND: SOCIAL WELLNESS
C	04A.03.GR02	Suspended Panel / Content / Instructions	MIND: INTELLECTUAL WELLNESS
C	04A.03.GR03	Suspended Panel / Content / Instructions	MIND: OCCUPATIONAL WELLNESS
C	04A.03.GR04	Suspended Panel / Content / Instructions	BODY: PHYSICAL WELLNESS
C	04A.03.GR05	Suspended Panel / Content / Instructions	BODY: ENVIRONMENTAL WELLNESS
C	04A.03.GR06	Suspended Panel / Content / Instructions	BODY: FINANCIAL WELLNESS
C	04A.03.GR07	Suspended Panel / Content / Instructions	SOUL: SPIRITUAL WELLNESS
C	06A.02.GR01	Suspended Panel / Content / Instructions	SOUL: EMOTIONAL WELLNESS
D	02A.01.GR01	8' Mural Graphics on Curved Exhibit Walls	THE POWER OF INTENTION
D	02A.02.GR01	8' Mural Graphics on Curved Exhibit Walls	THE POWER OF INTENTION CONT.
D	03A.01.GR01	8' Mural Graphics on Curved Exhibit Walls	BE HERE NOW
D	04A.01.GR01	8' Mural Graphics on Curved Exhibit Walls	MIND.BODY.SOUL
D	05A.01.GR01	8' Mural Graphics on Curved Exhibit Walls	IT'S A LIFESTYLE
D	07A.01.GR01	8' Mural Graphics on Curved Exhibit Walls	PRACTICE YOUR ENERGY
E.1	04A.04.AV01	Touch Screen Interactive AI Table	OCCUPATIONAL WELLNESS
E.2	04A.04.AV02	Curved 6' Video Screen	MOVE YOUR BODY
E.3	05A.02.AV01	Motion Censored 8' x 12' Projection Wall	CAPTURE YOUR AURA

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	GRAPHIC SCHEDULE
DRAWING NO.	3.02
SCALE	N/A

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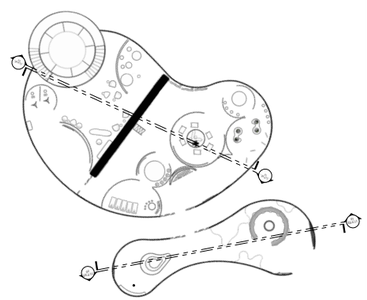
KEY PLAN

N



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Exhibition & Experience Design

DRAWING NO.

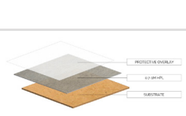
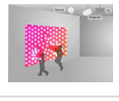
EX.3.02

GRAPHIC SPECIFICATIONS LIST

GRAPHIC	TYPE
A	INTRODUCTION
B	AREA INTRODUCTION
C	SECTION INTRO
D	MURALS/CONTENT
E	DIGITAL MEDIA

GRAPHIC TYPE	DESCRIPTIONS
A	½" thk. Custom High-Pressure Laminate mounted on wood Panel.
B	Printable vinyl base film with a UL 410 approved 5/16" thk. slip resistant over-laminate.
C	Digital C-Print sandwiched between 1/8" thk. clear non-glare acrylic w/ polished returns (1st surface) and ¼" thk. opaque substrate (2nd surface) Note: Circular shape
D	Dye-sublimation to non-woven wallcovering with shimmer-like pearlescent coating, wrapped returns, Fire retardancy B-s1, d0 / Class A. 3000K soft-glow backlit dimensional Panels. 3" thk. blind fastened (to panel) 3D letters, Clear Acrylic backed with PANTONE 2051 C. Blind fastened 3" thk. 3D letters and Stars, Face & Return Lit Acrylic (white)
D.1	Dye-sublimation to non-woven wallcovering with shimmer-like pearlescent coating, wrapped returns, Fire retardancy B-s1, d0 / Class A.
E.1	Touch Screen Interactive AI Table
E.2	Curved 6' x 10' Video Screen
E.3	Motion Censored 8' x 12' Projection Wall

GRAPHIC MATERIAL SCHEDULE

A	Custom High-Pressure Laminate		D	Direct Pirnt Dye-sublimation on non-woven wallcovering with shimmer-like pearlescent coating	
A	Plywood Panels		D	3000K soft-glow LED strips	
B	Vinyl Base Film		D	Blind fastened 3" thk. 3D letters, Acrylic backed with PANTONE 2051 C	
B	Over-laminate		D	Blind fastened 3" thk. 3D letters and Stars, Face & Return Lit Acrylic	
C	Digital C-Print		E	Touch Screen Interactive AI Table	
C	1/8" thk. clear non-glare acrylic w/ polished returns (1st surface)		E	Cuved 6' x 10' Video Screen	
C	¼" thk. opaque substrate (2nd surface)		E	Motion Censored 8' x 12' Projection Wall	

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

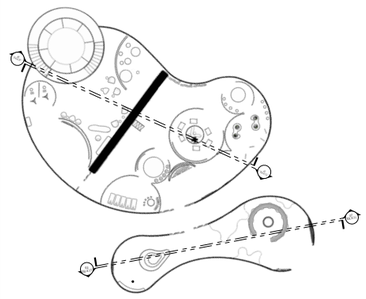
PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	GRPH SPEC LIST
DRAWING NO.	3.03
SCALE	NTS
NOTES	

THESE DRAWINGS ARE NOT FOR CONSTRUCTION. CONTRACTORS SHALL ALWAYS VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS AND INFORM THIS OFFICE OF ANY VARIATIONS PRIOR TO PERFORMING WORK. WRITTEN DIMENSIONS SHALL HAVE AUTHORITY OVER SCALED DIMENSIONS. THIS OFFICE SHALL REVIEW CONTRACTOR'S SHOP DETAILS PRIOR TO FABRICATION.

MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N



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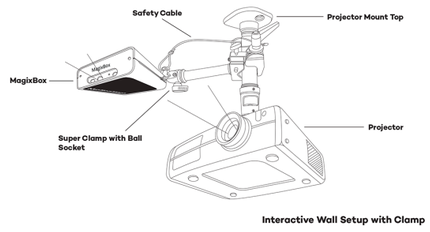
DRAWING NO.

EX.3.03

LIGHTING SCHEDULE

AREA	NAME	EXHIBITION AREA	CODE	ITEM	DESCRIPTION
01	THE POWER OF INTENTION	0	X.TR.01	Auroom Round Track	Brass ring track. Prefabricated models with ready-made dimensions. The model can be custom-made with any desired dimensions. Finishes 100% Brass: Gold, Black, Pink, Silver
02	BE HERE NOW		X.LF.01	Auroom Locus Turn Luminaires	
03	MIND BODY SOUL		X.LF.02	Gavita CT 1930e LED Grow Light	Full-spectrum with enhanced red for full-cycle grows The industries first and only LED that is a 1:1 HPS replacement Developed by the same lighting and horticulture experts who pioneered HPS 120-277V adaptable driver Compatible with Gavita Master Controller for full lighting control (scheduling, dimming down to 50%, sunrise/sunset).
04	PRACTICE YOUR ENERGY		X.AV.01	MagixBoxTM Projector	
05	IT'S A LIFESTYLE				
06	HIGHER SELF				

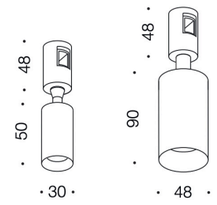


Interactive Wall Setup with Clamp

AUR LOCUS TURN

Power: 30 mm - 4W / 48 mm - 10W
CCT: 2700K / 3000K DTW / 4000K
Beam angel: Spot / Medium / Wide
Control: DIM DALI 2

Finishes 100% Brass:
Gold, Black, Pink, Silver

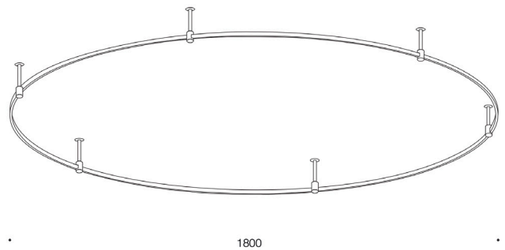


RING TRACK

AUROOM ROUND 1500

Brass ring track. Prefabricated models with ready-made dimensior
The model can be custom-made with any desired dimensions.

Finishes 100% Brass: Gold, Black, Pink, Silver



THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

NOTES

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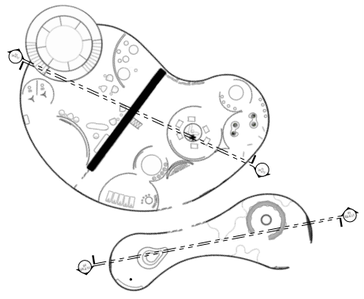
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N



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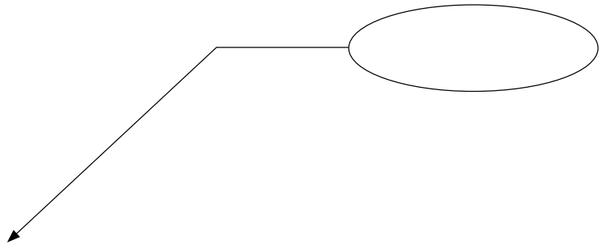
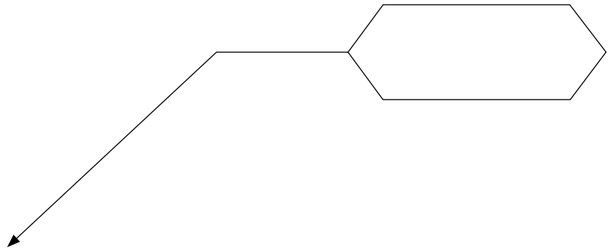
DRAWING NO.
EX.001

SYMBOLS LIST



FINISH NUMBER IDENTIFIER



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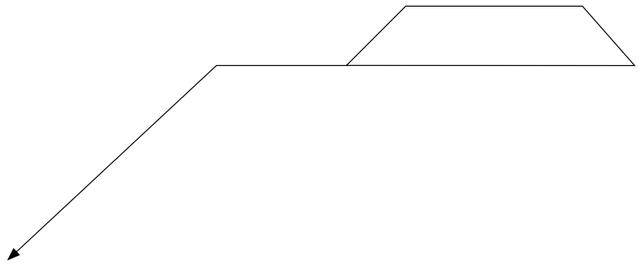
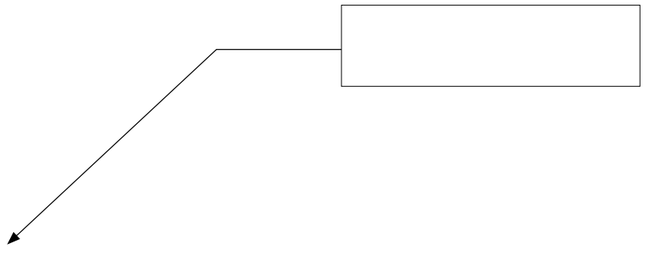
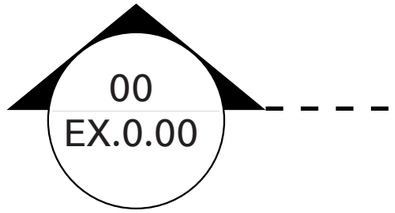


AV NUMBER IDENTIFIER

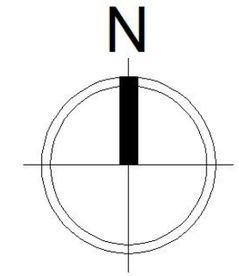


DESCRIPTIVE CALL-OUTS

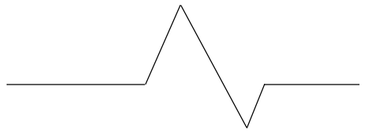
DRAWING MARKER



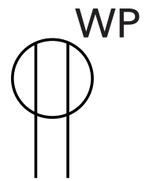
SECTION | ELEVATION MARKER



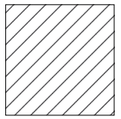
NORTH ARROW



BREAK POINT AT CONTINUOUS LINE



WEATHERPROOF POWER



SECTION CUT FILL (HATCH)

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	SYMBOLS LIST
DRAWING NO.	3.05
SCALE	N/A
NOTES	

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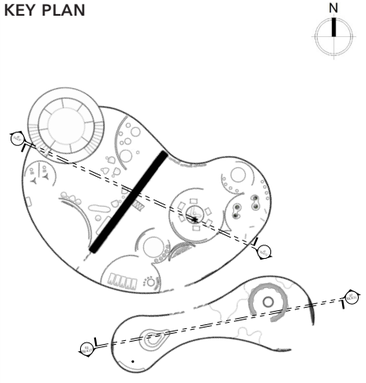
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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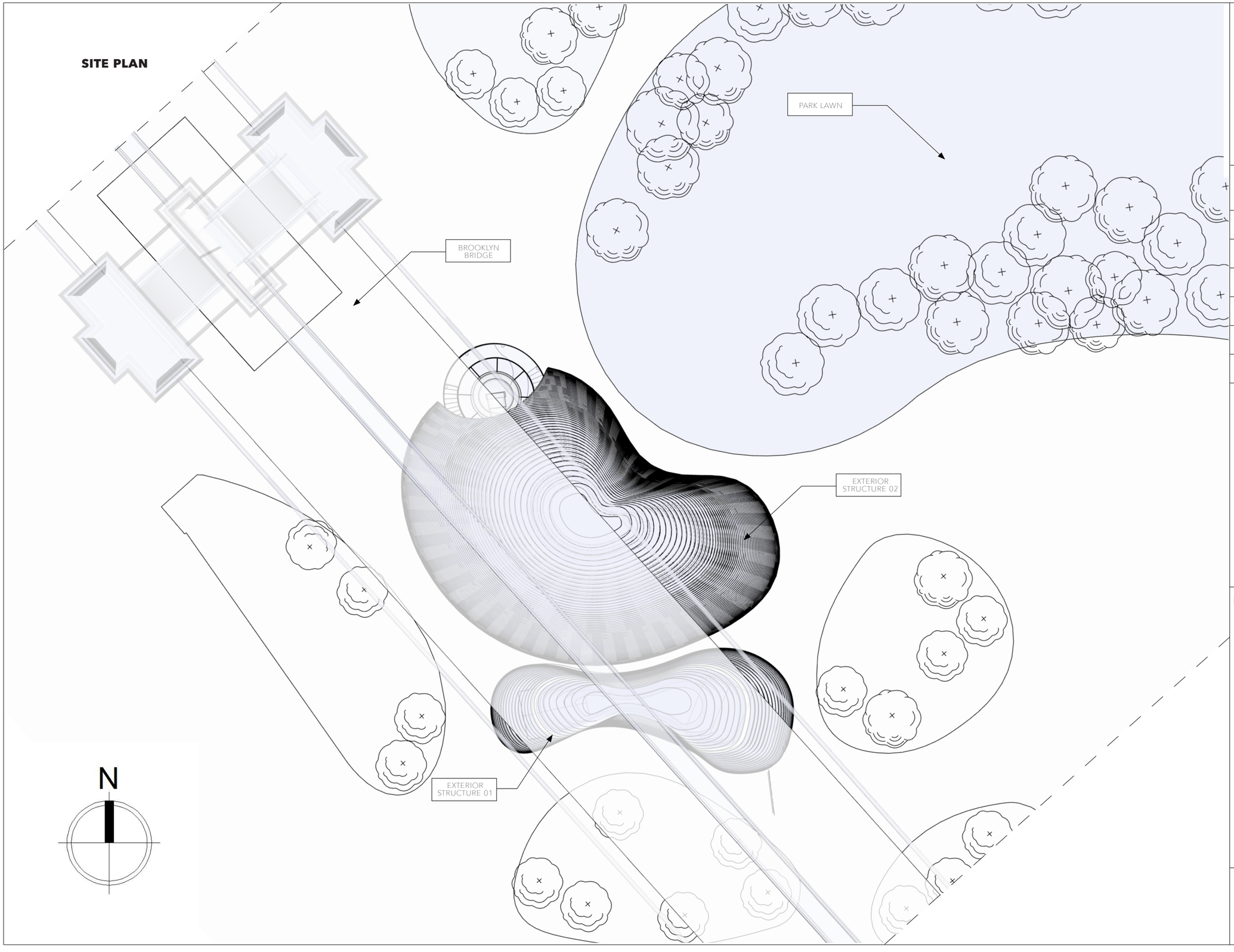
DRAWING NO.

EX.305

EX.4.00
PLANS, ELEVATIONS
& SECTIONS

SITE PLAN



THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	SITE PLAN
DRAWING NO.	4.01
SCALE	NTS

NOTES

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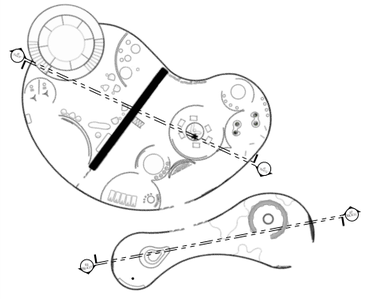
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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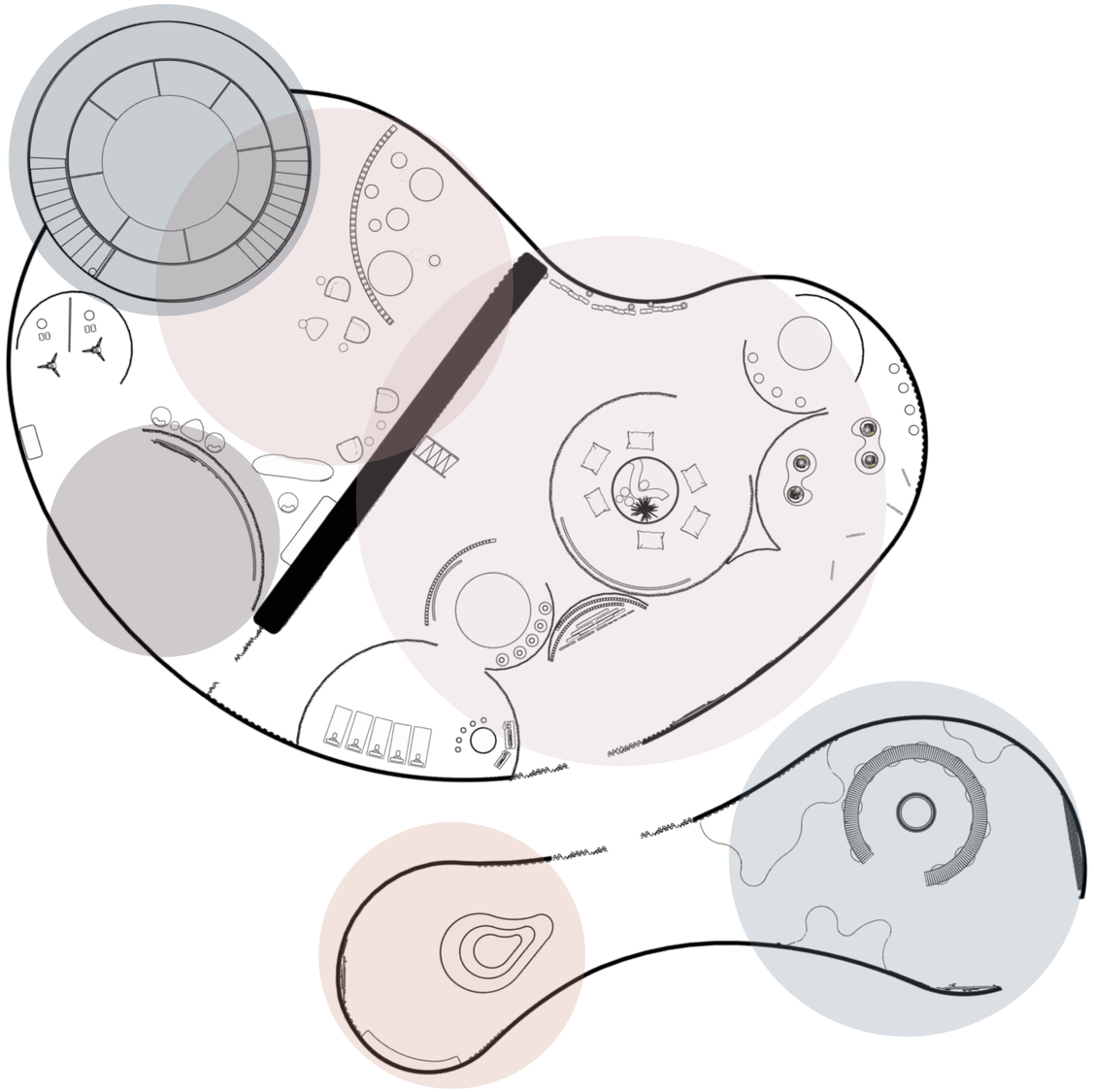
DRAWING NO.
EX.4.01

GENERAL / CODED PLAN



N

1 **GENERAL / CODED PLAN**
1'' = 20'

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	GENERAL PLAN
DRAWING NO.	4.02
SCALE	1'' = 20'

NOTES

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MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY

01 THE POWER OF INTENTION

02 BE HERE NOW

03 MIND.BODY.SOUL

04 PRACTICE YOUR ENERGY

05 IT'S A LIFESTYLE

06 HIGHER SELF

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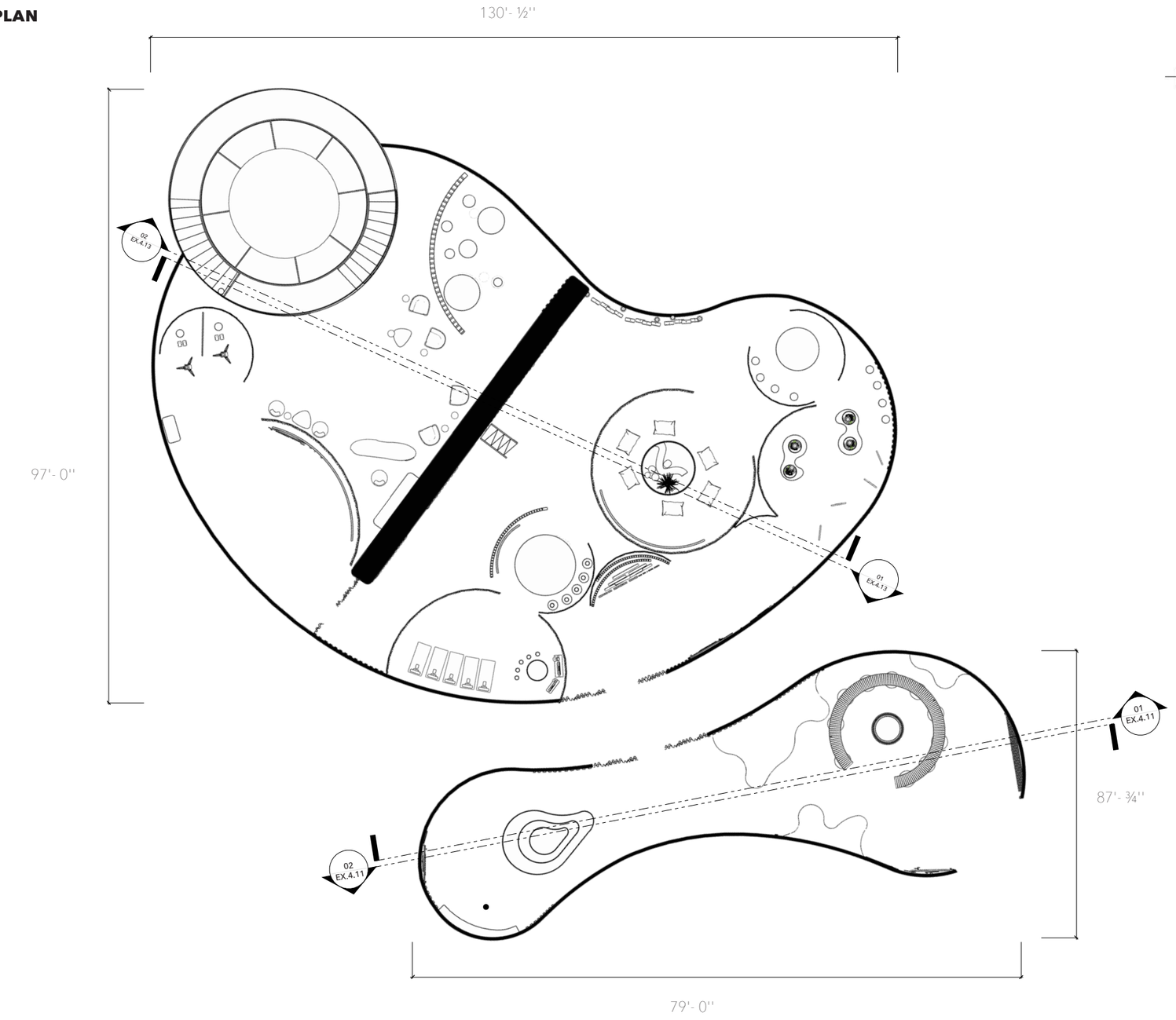
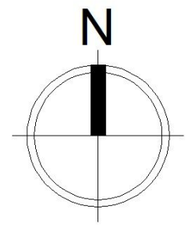
DRAWING NO.
EX.4.02

DIMENSIONED PLAN



2 DIMENSIONED PLAN

1'' = 20'



THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	DIMENSIONED PLAN
DRAWING NO.	4.03
SCALE	1'' = 20'

NOTES

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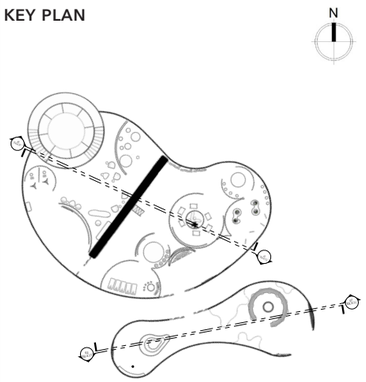
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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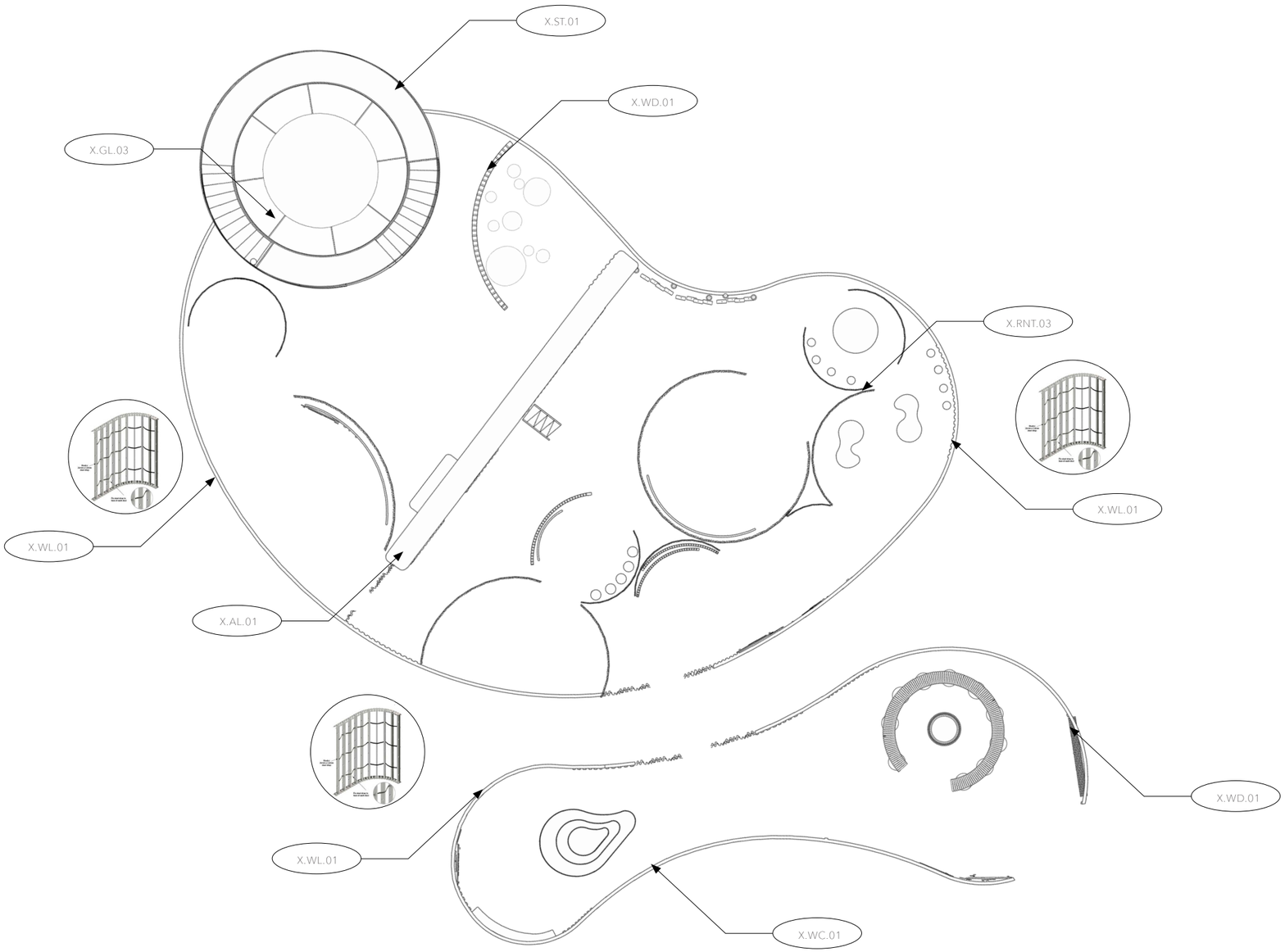
DRAWING NO.

EX.4.03

FINISH & MATERIALITY PLAN



3 **FINISH PLAN**
1'' = 20'

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	FINISH PLAN
DRAWING NO.	4.04
SCALE	1'' = 20'

NOTES

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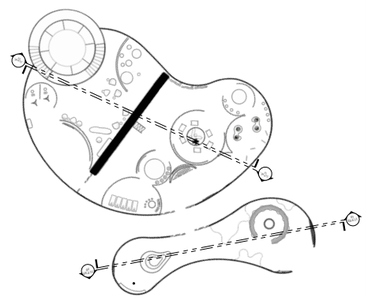
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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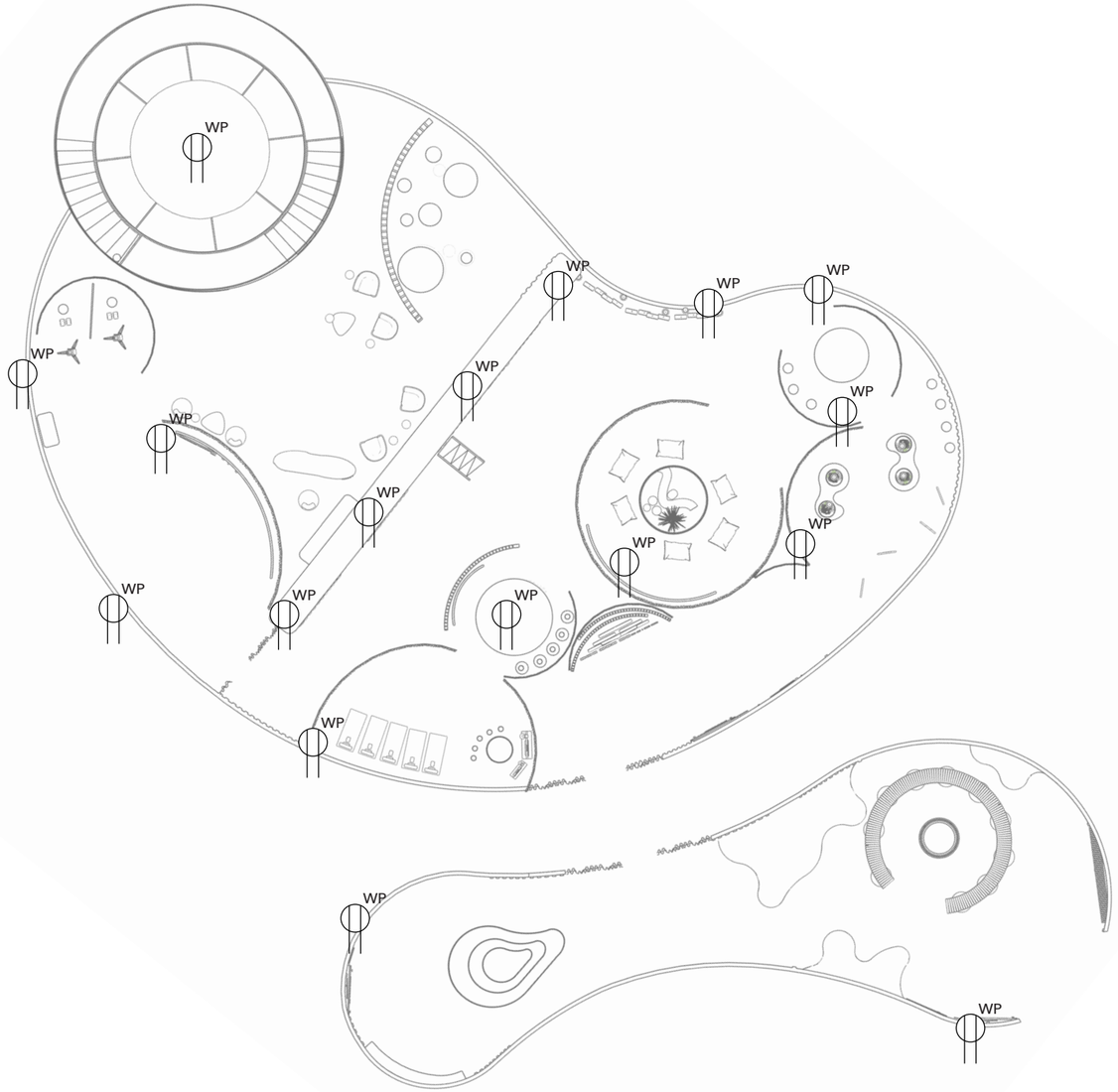
DRAWING NO.
EX.4.04

POWER & DATA PLAN



4 **POWER & DATA PLAN**
1'' = 20'

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	POWER & DATA PLAN
DRAWING NO.	4.05
SCALE	1'' = 20'

NOTES

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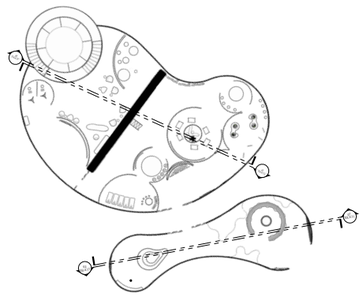
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N



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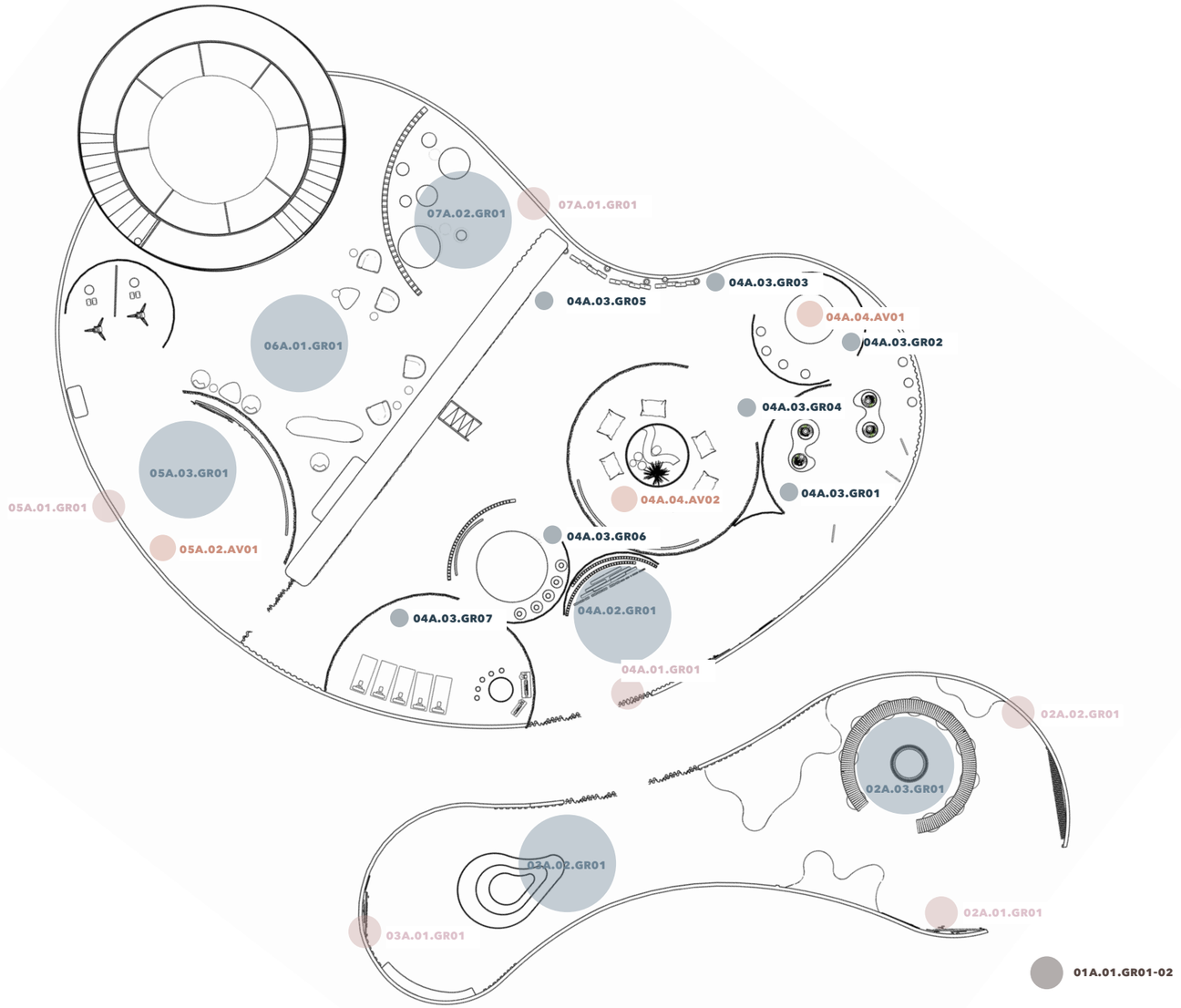
Exhibition & Experience Design

DRAWING NO.
EX.4.05

GRAPHIC LOCATION PLAN



5 GRAPHIC LOCATION PLAN

1'' = 20'

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	GRPH LOCATION PLAN
DRAWING NO.	4.06
SCALE	1'' = 20'

NOTES

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MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY

- INTRODUCTION
- IMMERSIVE WALL AREA CONTENT GRAPHIC
- AREA INTRODUCTION FLOOR GRAPHIC
- SECTION GRAPHIC
- DIGITAL MEDIA

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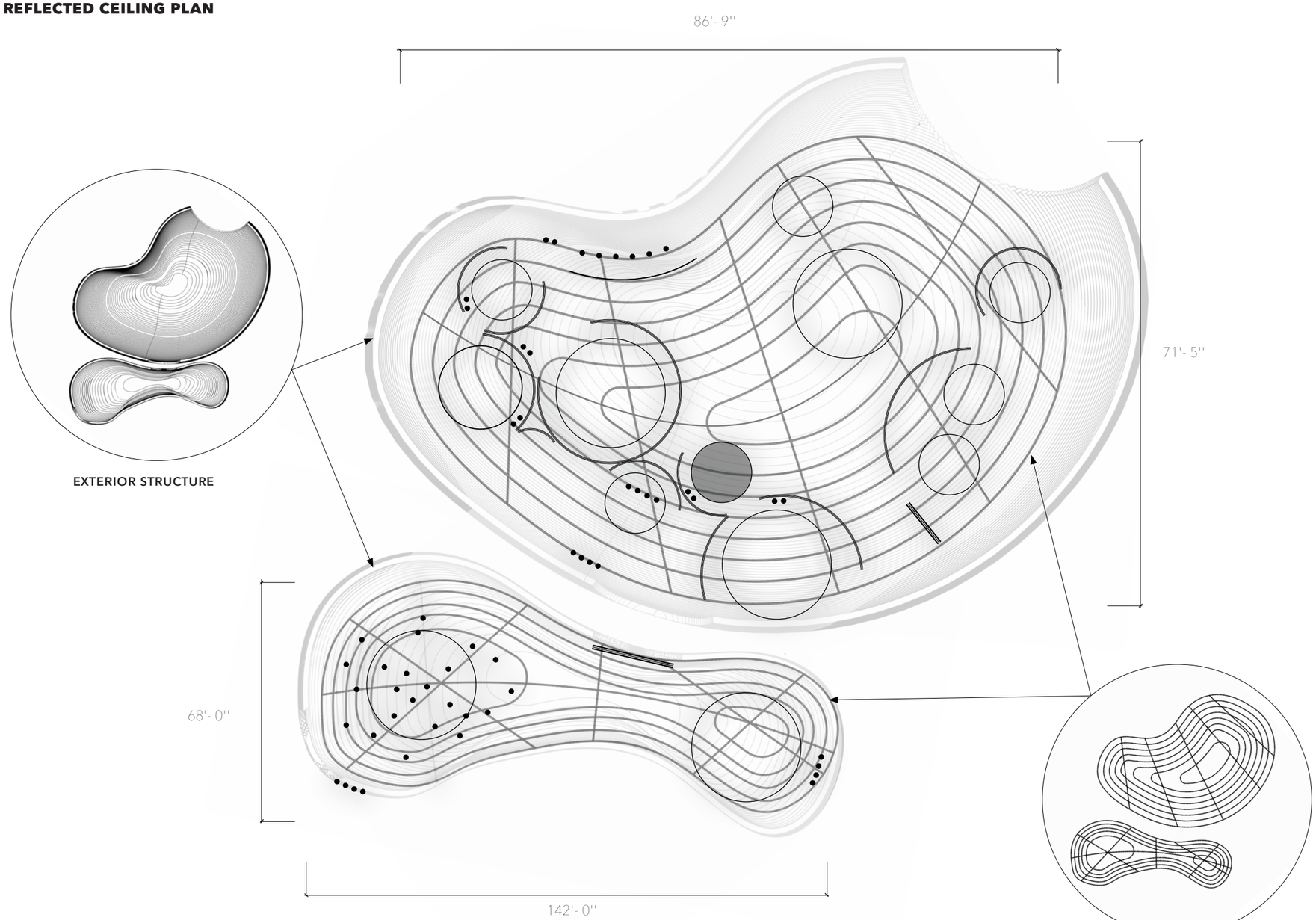
Exhibition & Experience Design

DRAWING NO.

EX.4.06

REFLECTED CEILING PLAN



6 **REFLECTED CEILING PLAN**
1'' = 20'

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	RCP
DRAWING NO.	4.07
SCALE	1'' = 20'

NOTES

DIMENSIONS ARE FOR GRID SYSTEM ONLY
EXTERIOR STRUCTURE IS FOR REFERENCE

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MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY

- SUSPENDED TRACKLIGHT
- SUSPENDED TRACKLIGHT
- AIRPLANE WIRE
- SUSPENDED CURTIAIN TRACK
- SUSPENDED CURTIAIN TRACK
- CRYSYAL LIGHT INSTALLATION

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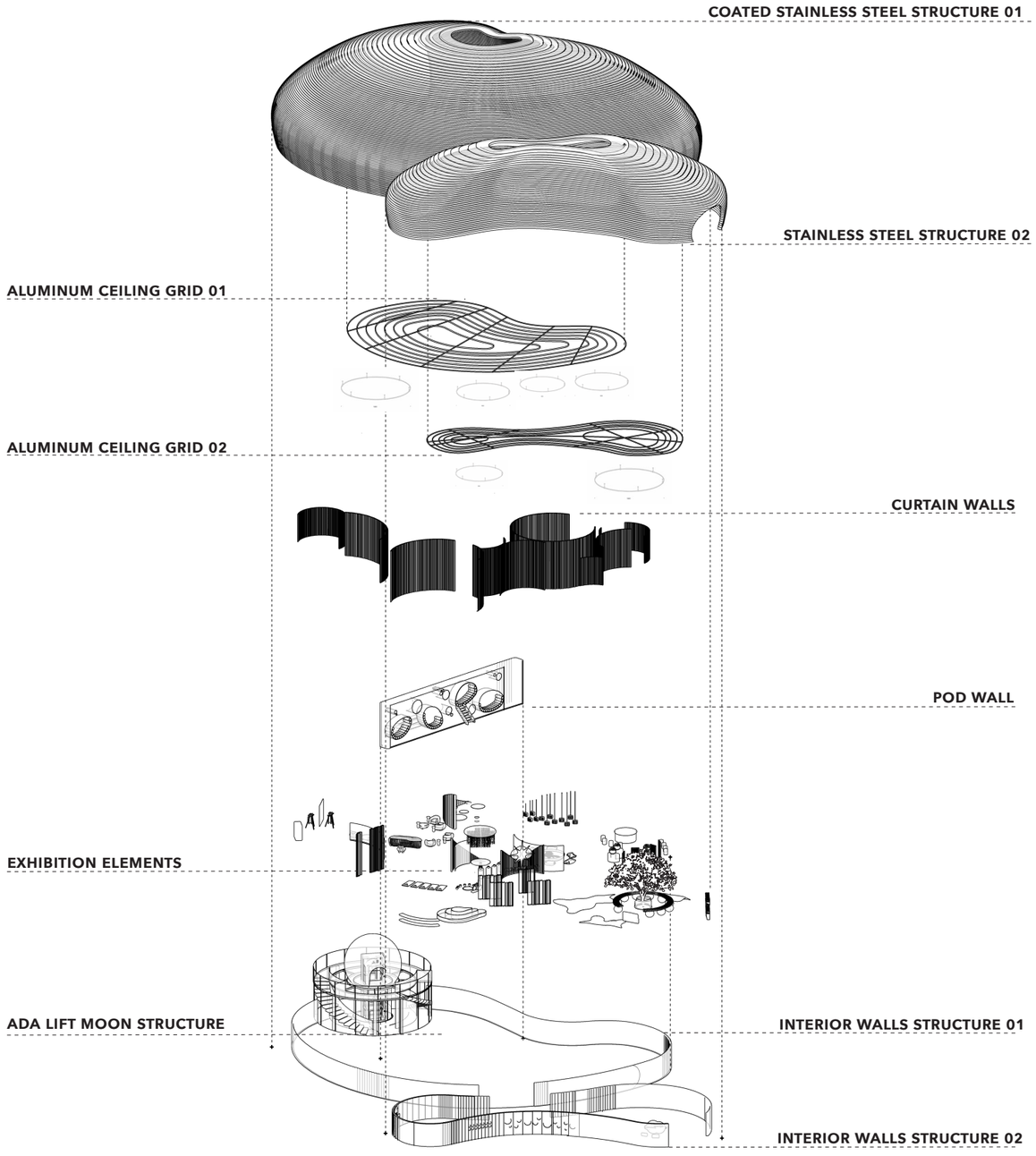
DRAWING NO.
EX.4.07

EXPLODED AXONOMETRIC



THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	EXPLODED AXON
DRAWING NO.	4.08
SCALE	NTS

NOTES

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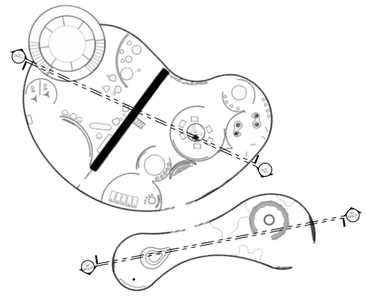
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N



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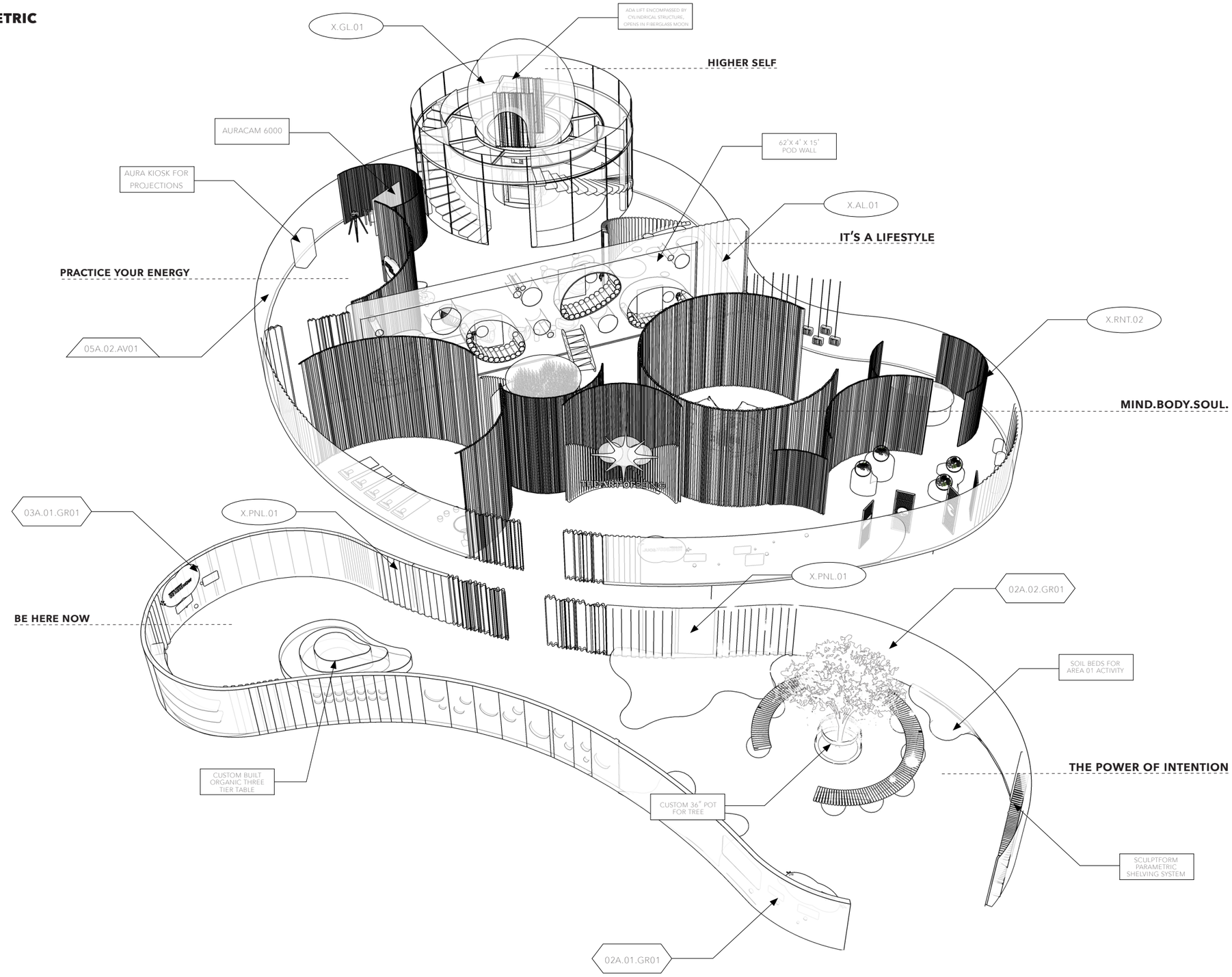
DRAWING NO.

EX.4.08

ISOMETRIC



THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	ISOMETRIC
DRAWING NO.	4.09
SCALE	NTS

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MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

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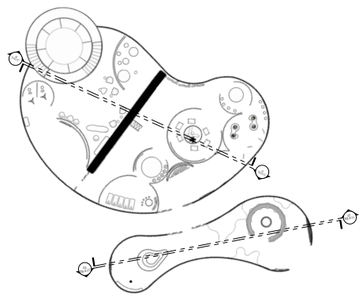

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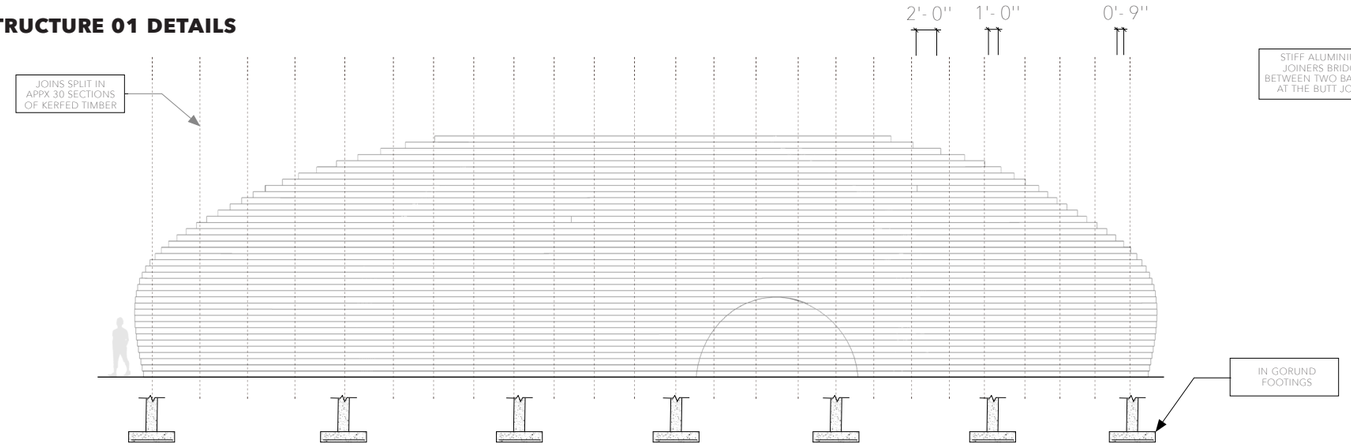
Exhibition & Experience Design

DRAWING NO.

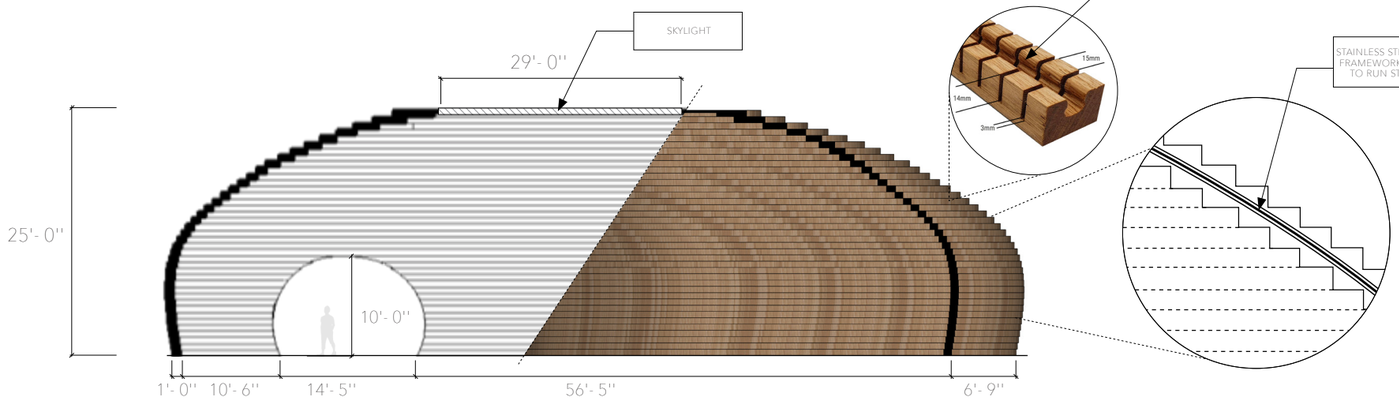
EX.4.09

STRUCTURE 01 DETAILS



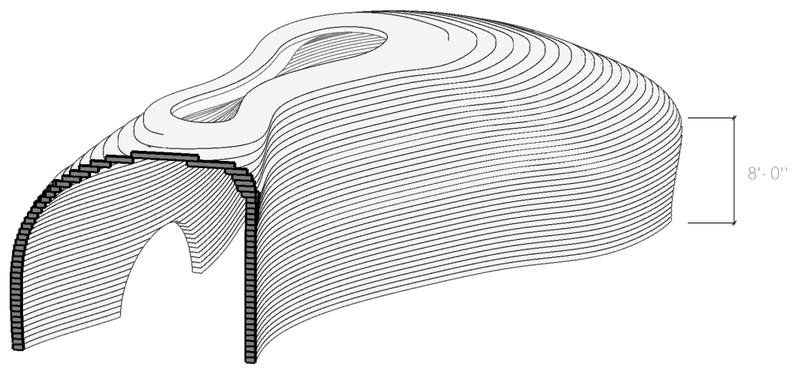
01 SOUTH ELEVATION

1/16'' = 1'-0''



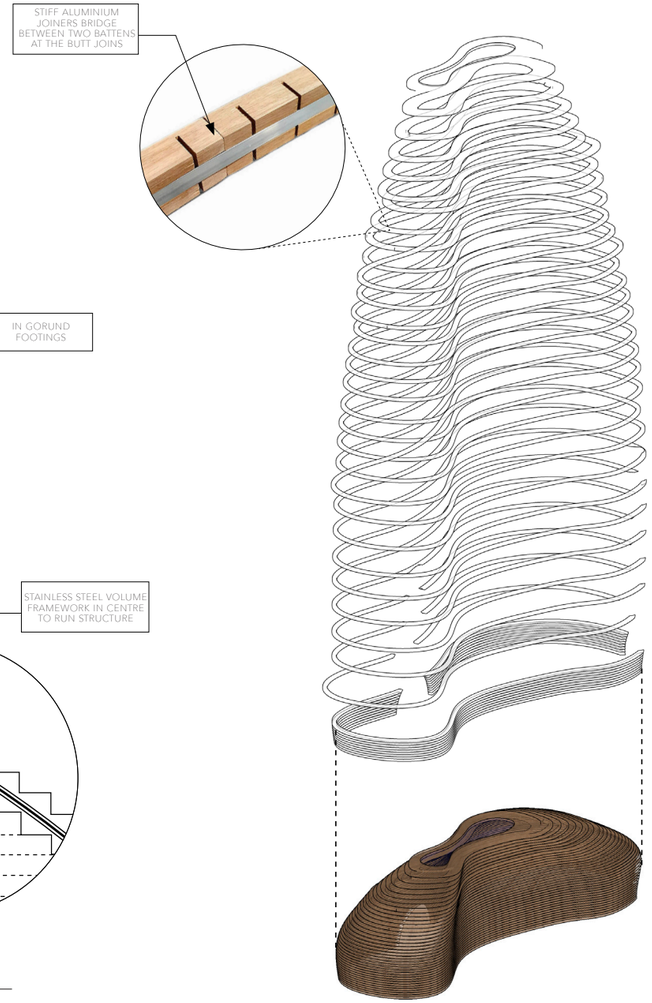
02 SOUTH EAST SECTION

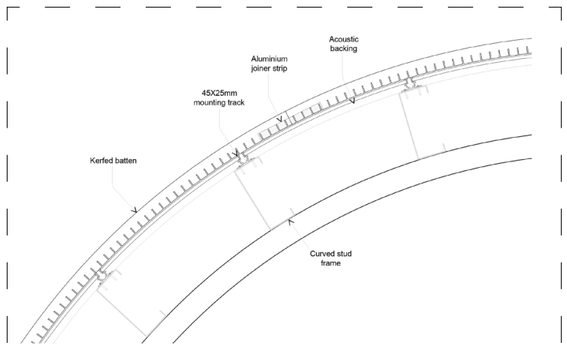
1/16'' = 1'-0''



03 SECTIONAL PERSPECTIVE

NTS





THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

NOTES

ORGANIC FORMS ARE BUILT OUT OF SCULPTFORM TIMBER BATTENS, KERFED. KERFING IS THE PROCESS OF CUTTING SMALL NOTCHES IN THE BACK OF THE TIMBER BATTEN TO ALLOW IT TO CURVE. STIFF ALUMINUM JOINERS ARE SUPPLIED TO BRIDGE BETWEEN TWO BATTENS AT THE BUTT JOINS. THIS WILL STOP THE BATTENS TENDENCY TO TENT OR PEAK AT THE BUTT JOINS.

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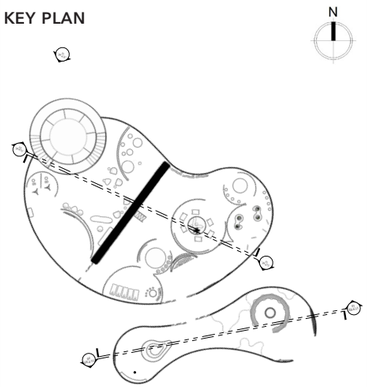
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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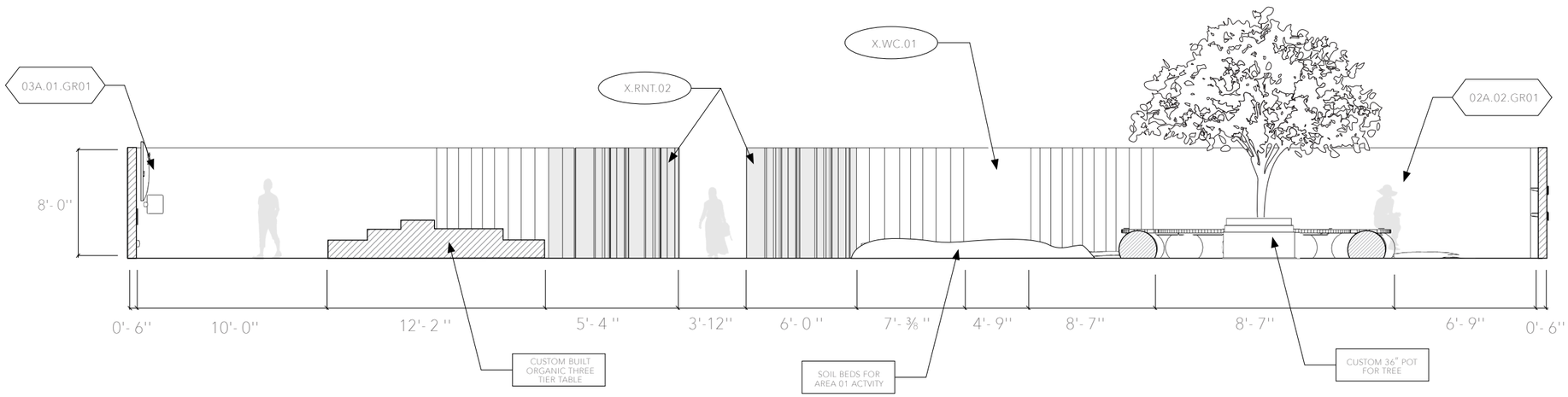
DRAWING NO.

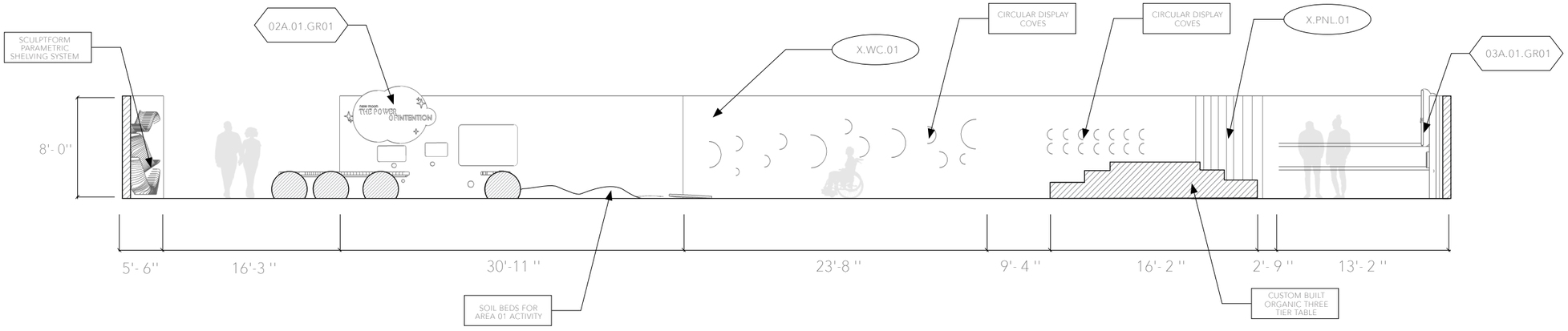
EX.001

STRUCTURE 01 SECTION ELEVATIONS



01 WEST SECTION

1'' = 10'-0''



02 EAST SECTION

1'' = 10'-0''

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	SECTION ELEVATION
DRAWING NO.	4.11
SCALE	NTS

NOTES

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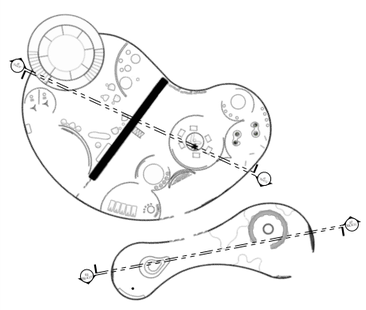
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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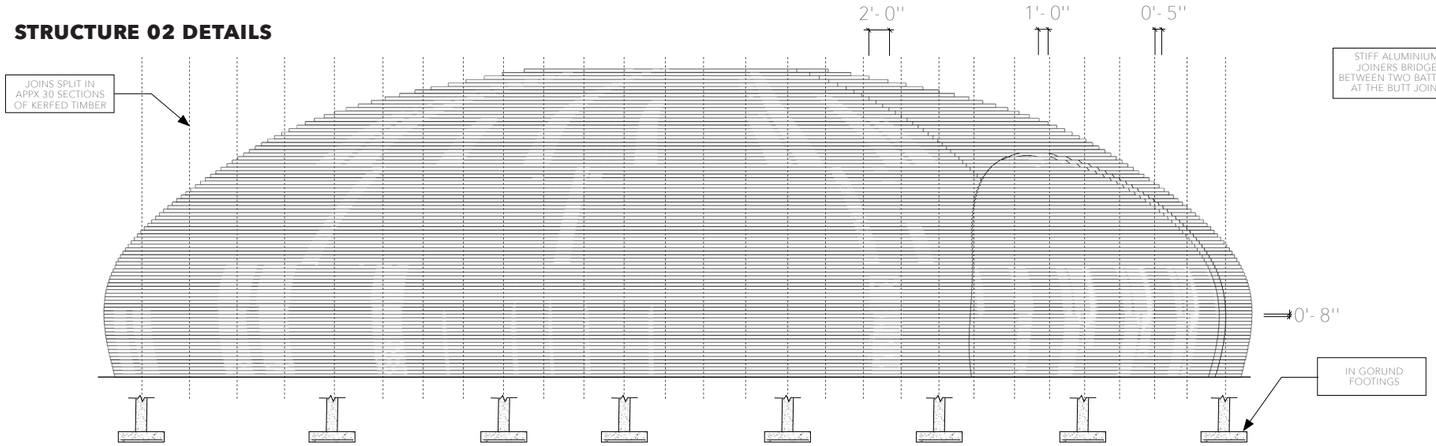
Exhibition & Experience Design

DRAWING NO.

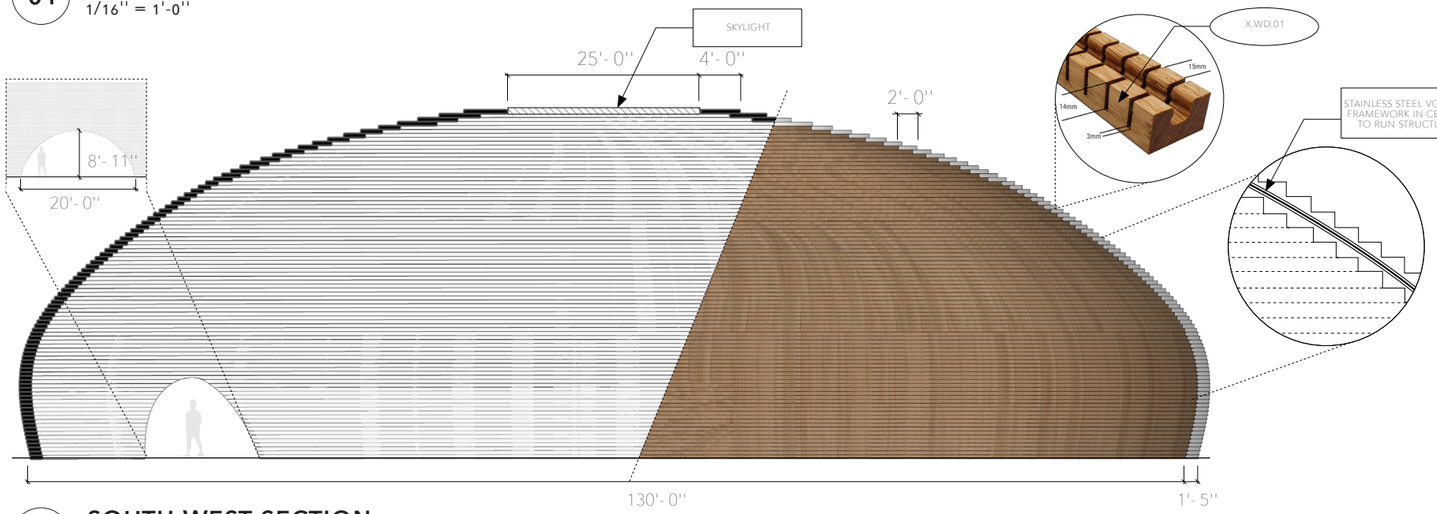
EX.4.11

STRUCTURE 02 DETAILS



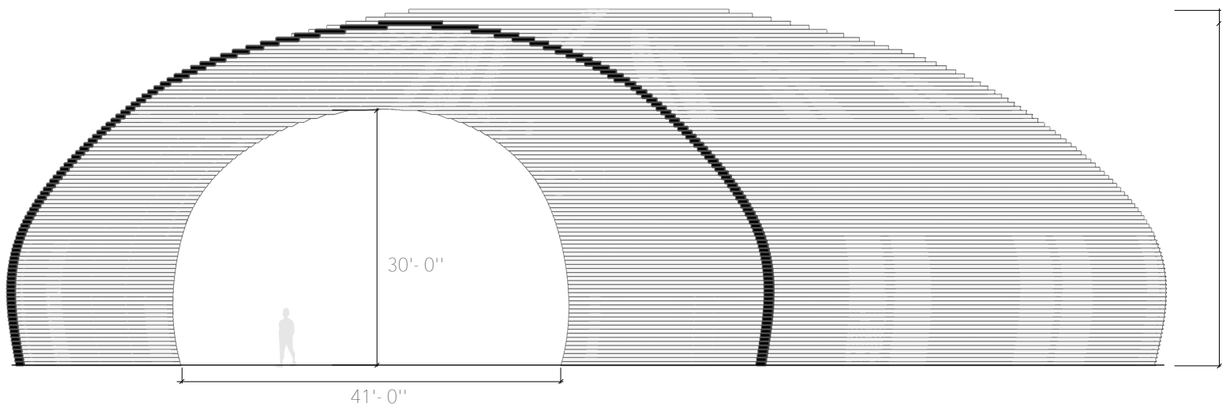
01 SOUTH WEST ELEVATION

1/16'' = 1'-0''



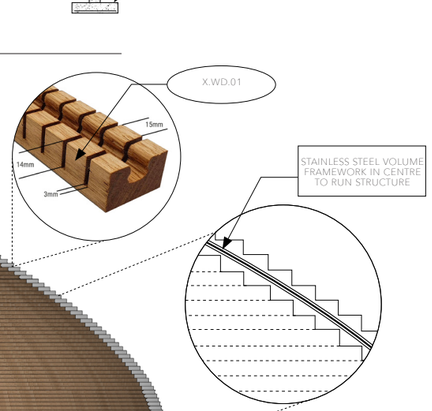
02 SOUTH WEST SECTION

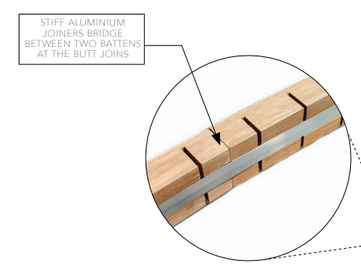
1/16'' = 1'-0''

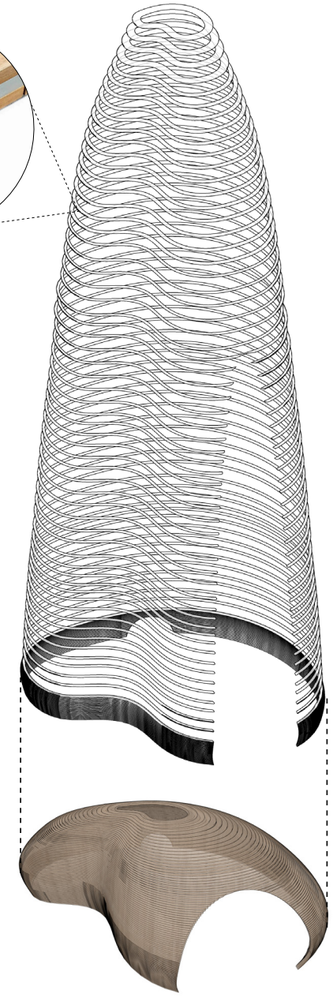


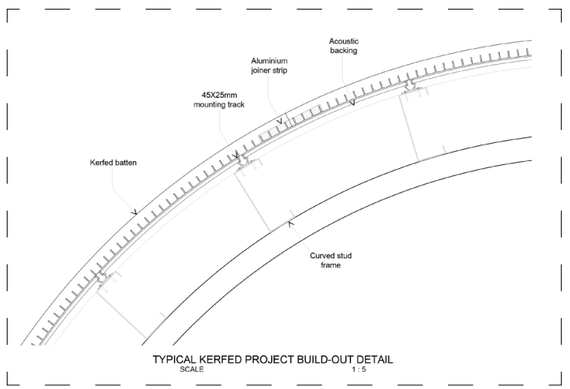
03 NORTH SECTION

1/16'' = 1'-0''









TYPICAL KERFED PROJECT BUILD-OUT DETAIL
SCALE 1 : 5

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	SECTION DETAIL
DRAWING NO.	4.12
SCALE	NTS

NOTES

ORGANIC FORMS ARE BUILT OUT OF SCULPTFORM TIMBER BATTENS, KERFED. KERFING IS THE PROCESS OF CUTTING SMALL NOTCHES IN THE BACK OF THE TIMBER BATTEN TO ALLOW IT TO CURVE. STIFF ALUMINUM JOINERS ARE SUPPLIED TO BRIDGE BETWEEN TWO BATTENS AT THE BUTT JOINS. THIS WILL STOP THE BATTENS TENDENCY TO TENT OR PEAK AT THE BUTT JOINS.

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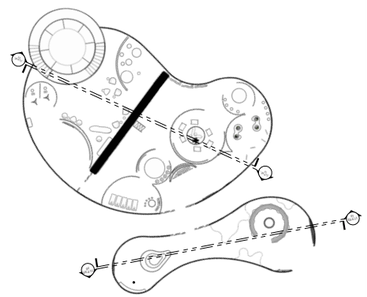
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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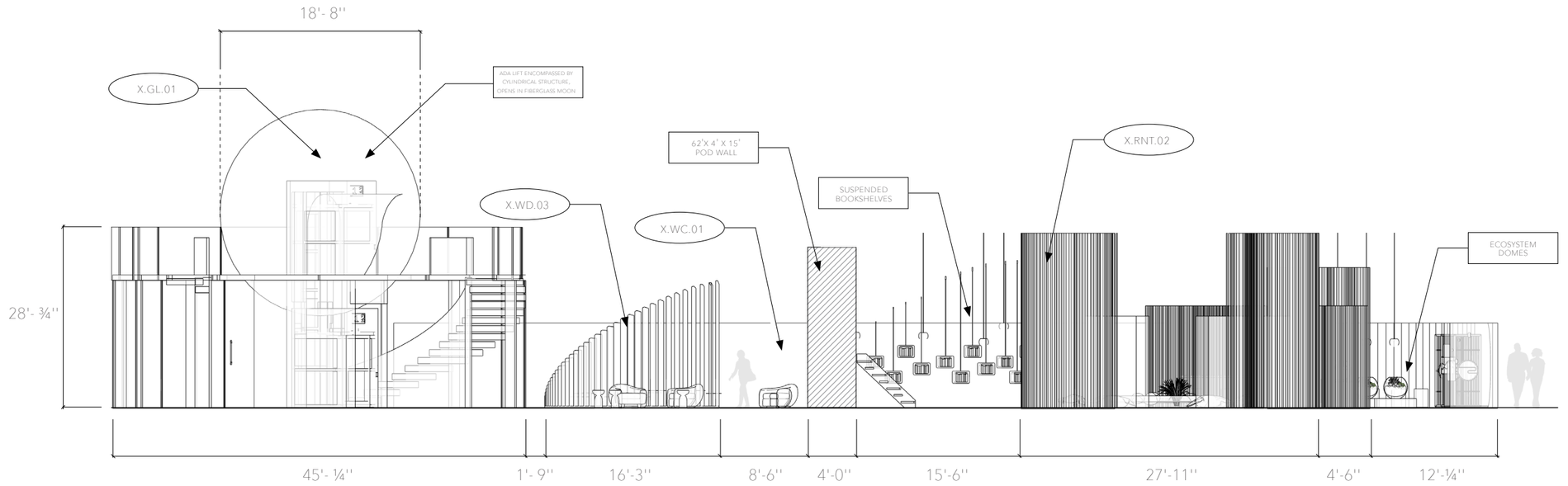
School of Graduate Studies
Exhibition & Experience Design

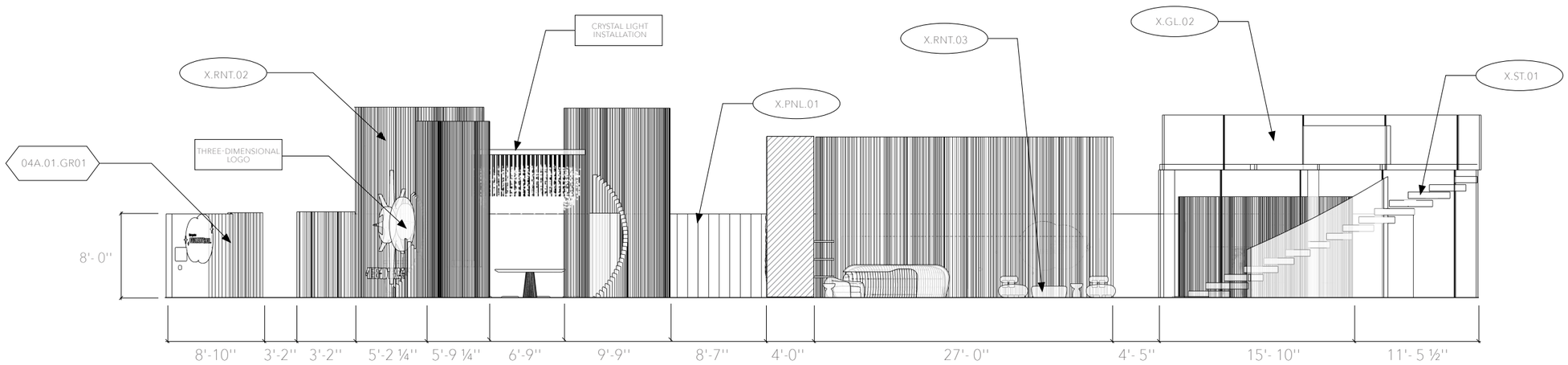
DRAWING NO.
EX.412

STRUCTURE 02 SECTION ELEVATIONS



01 WEST SECTION

3/32'' = 1'-0''



02 EAST SECTION

3/32'' = 1'-0''

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	SECTION ELEVATION
DRAWING NO.	4.13
SCALE	3/32'' = 1'-0''

NOTES

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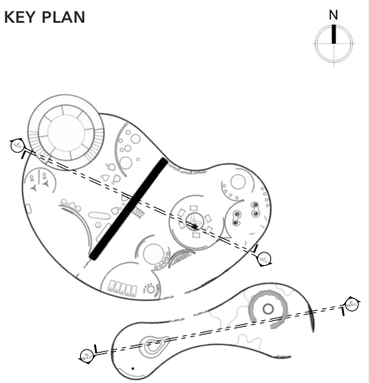
KEY PLAN



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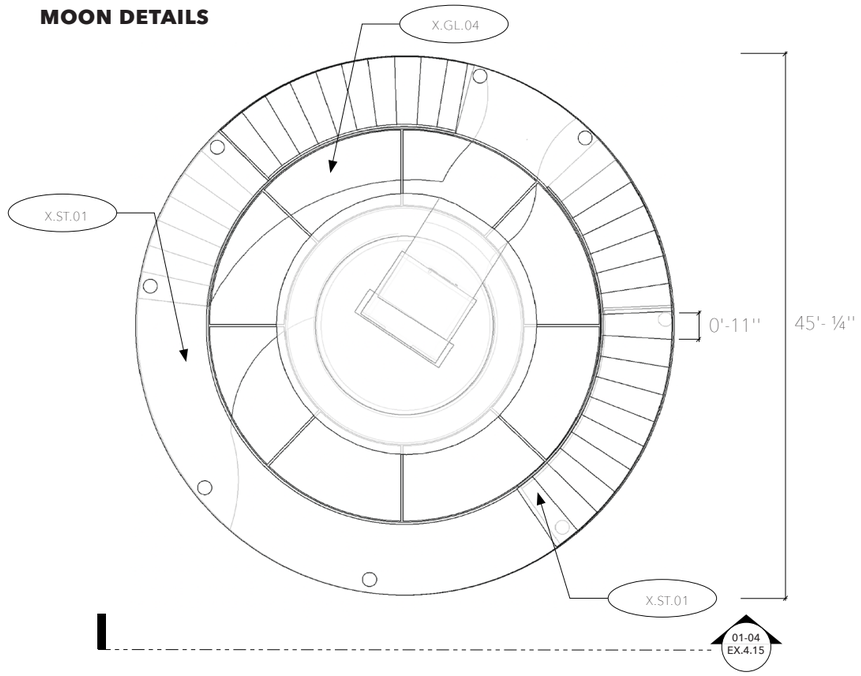
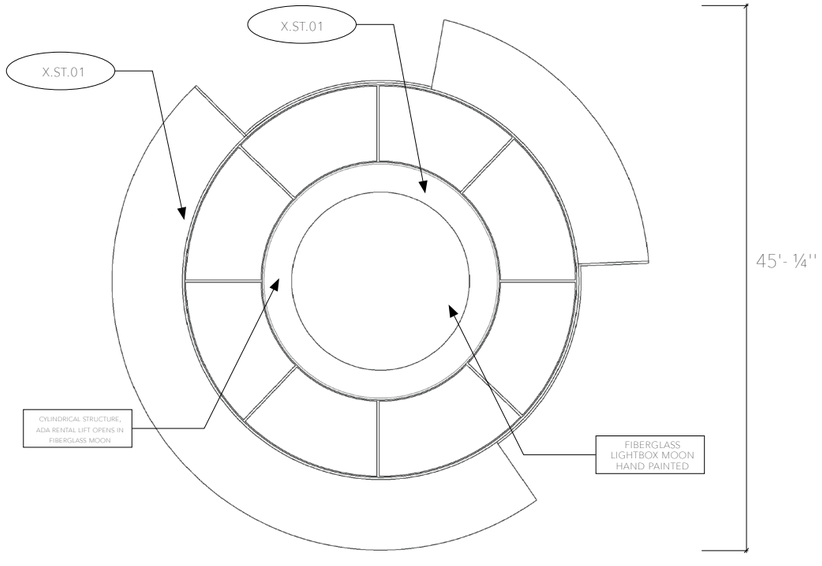
DRAWING NO.
EX.4.13

MOON DETAILS



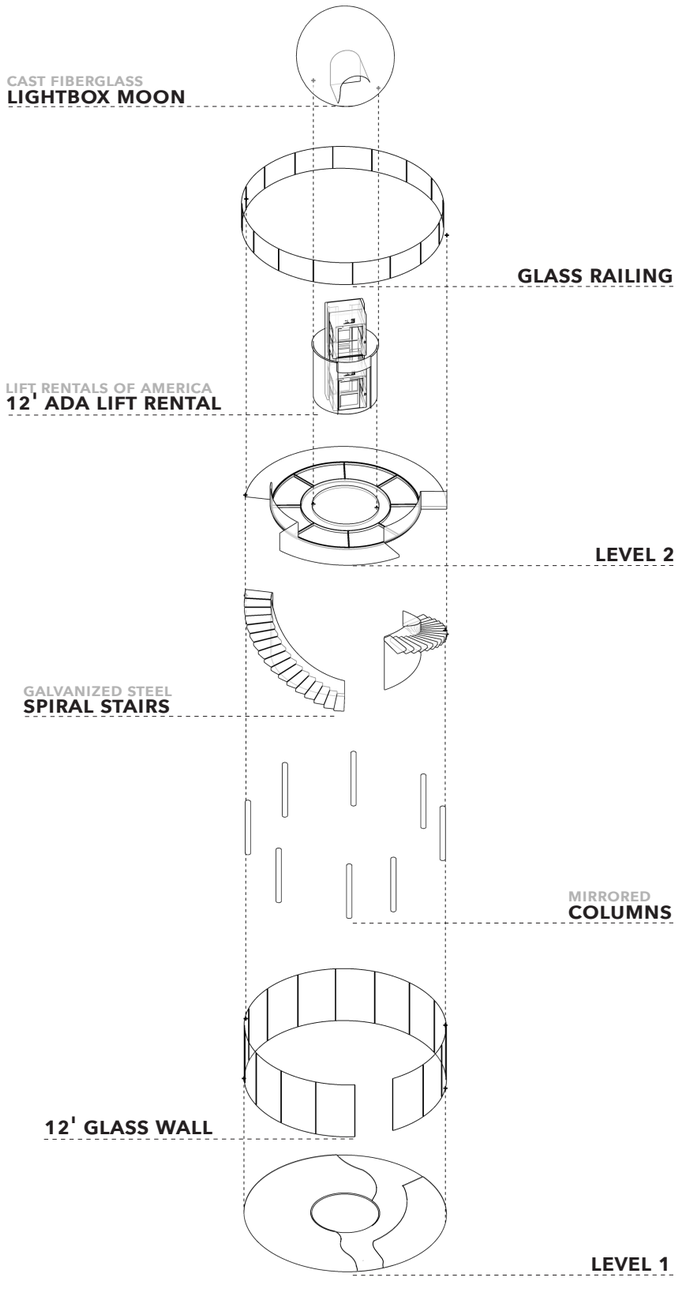
5 OVERALL PLAN

3/32'' = 1'-0''



6 SECOND LEVEL PLAN

3/32'' = 1'-0''



7 EXPLODED AXONOMETRIC

NTS

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	SECTION DETAIL
DRAWING NO.	4.14
SCALE	1/8'' = 1'-0''

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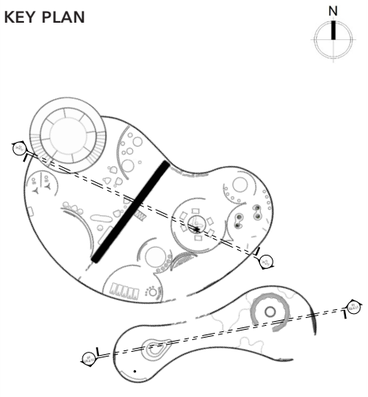
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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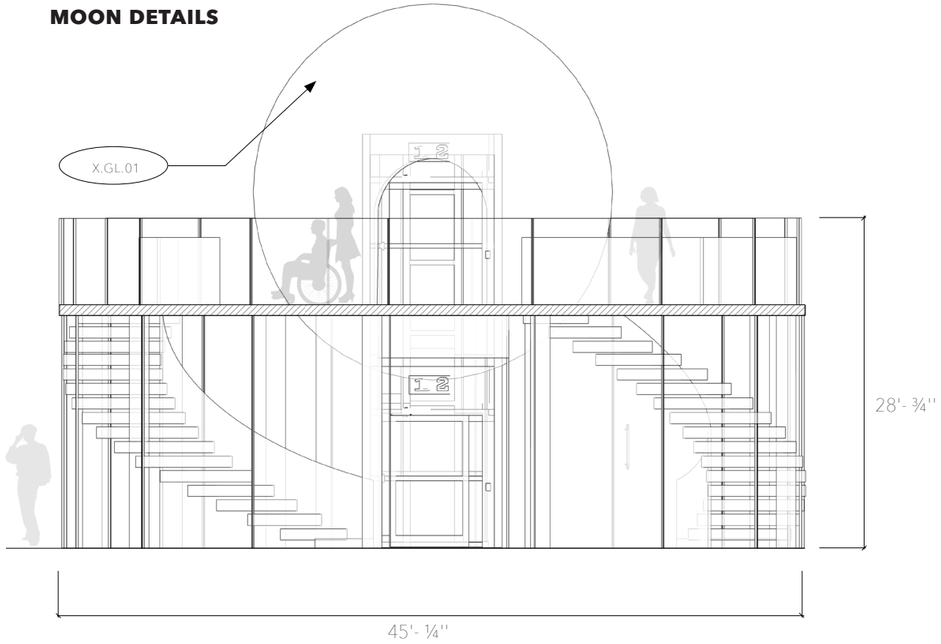
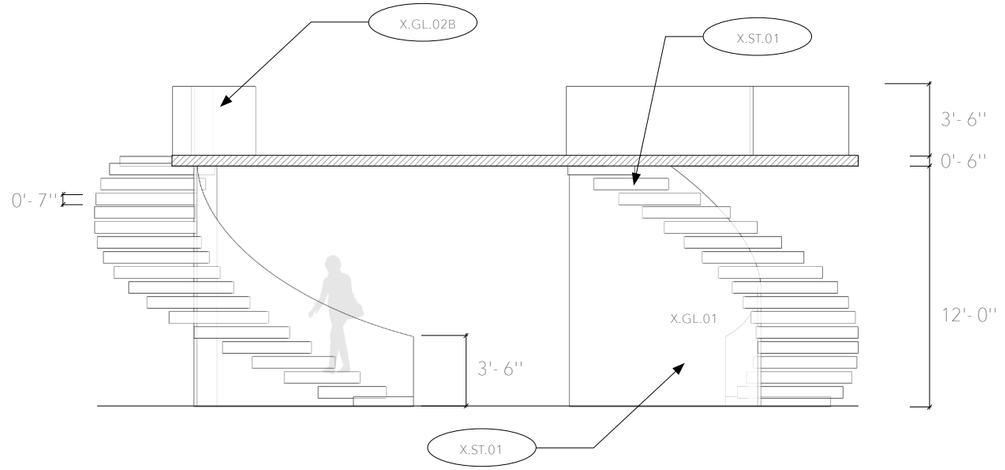
Exhibition & Experience Design

DRAWING NO.
EX.4.14

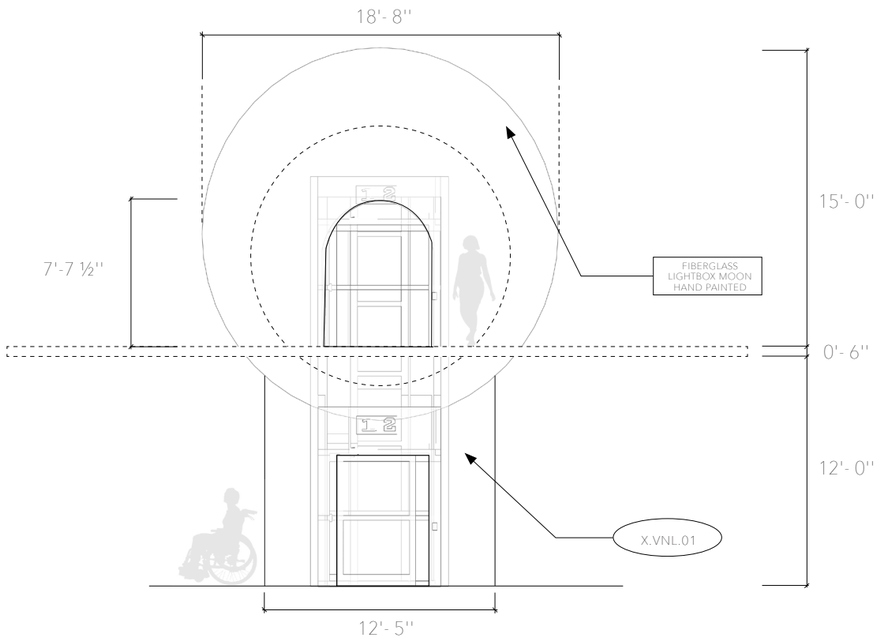
MOON DETAILS



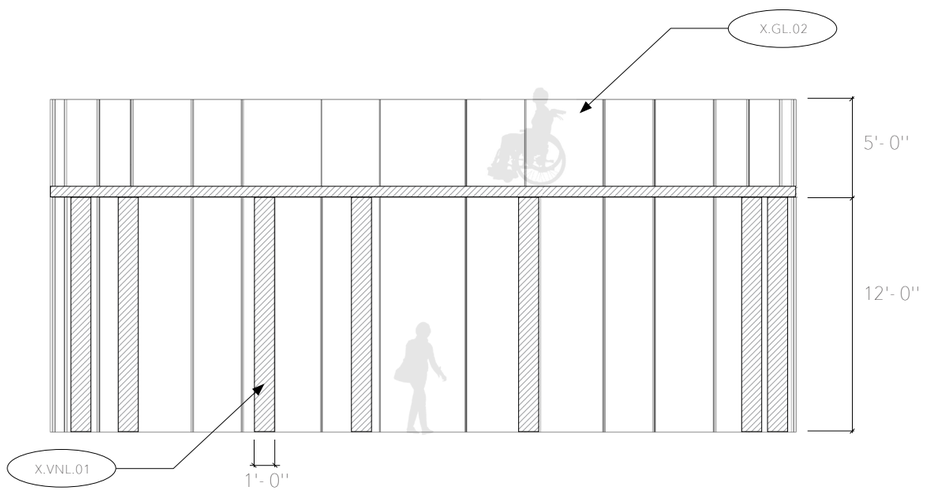
01 MOON STRUCTURE ELEVATION
1/8'' = 1'-0''



02 STAIR ELEVATION
1/8'' = 1'-0''



03 ADA LIFT ELEVATION
1/8'' = 1'-0''



04 PERIMETER WALL & COLUMNS ELEVATION
1/8'' = 1'-0''

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	SECTION DETAIL
DRAWING NO.	4.15
SCALE	3/32''= 1'-0''

NOTES

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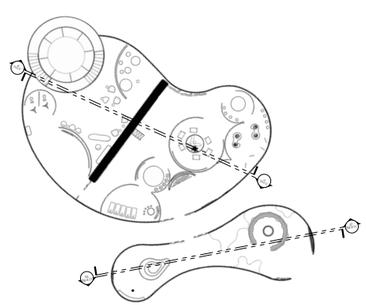
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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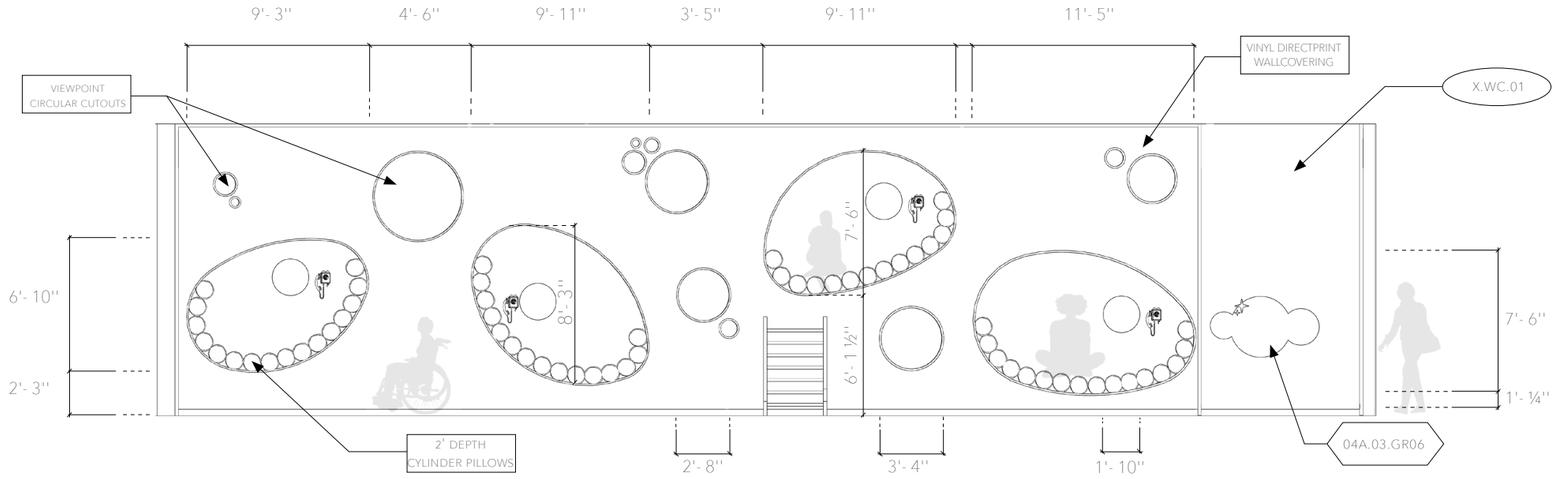
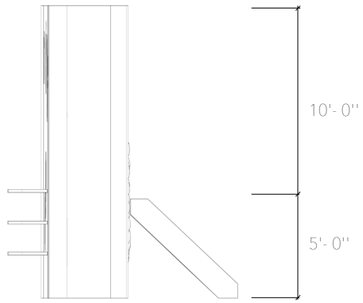
School of Graduate Studies
Exhibition & Experience Design

DRAWING NO.
EX.4.15

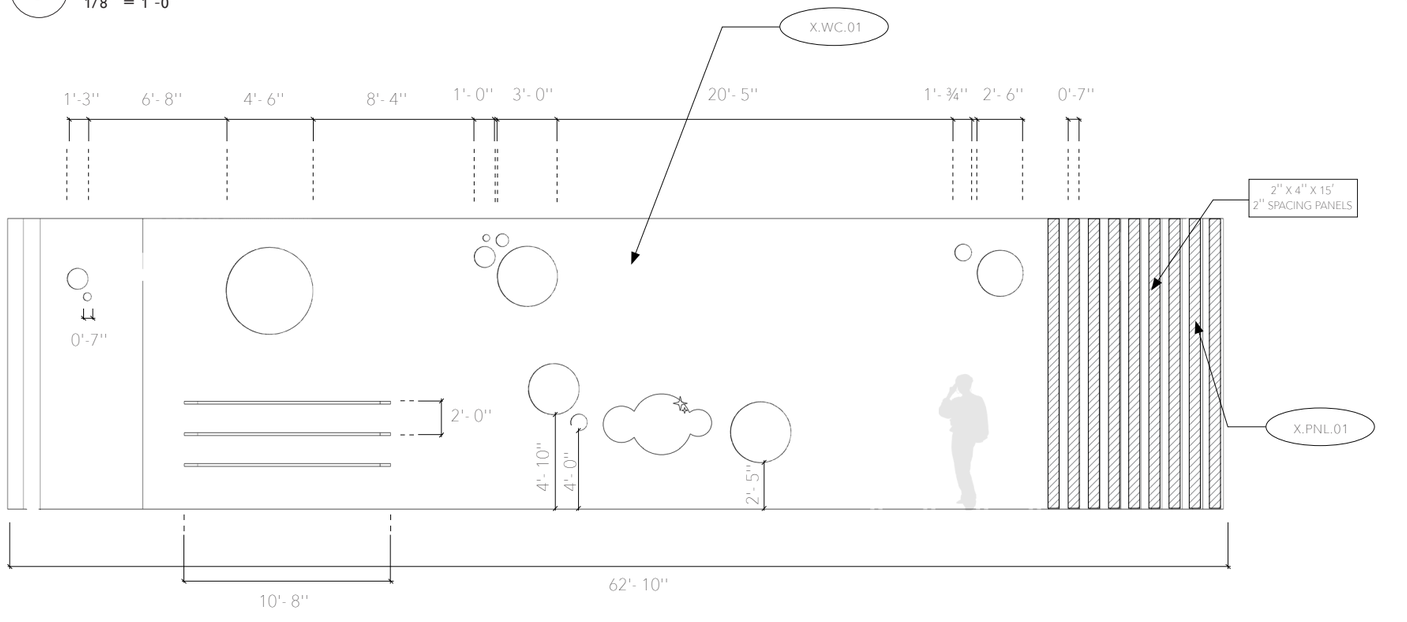
POD WALL DETAIL



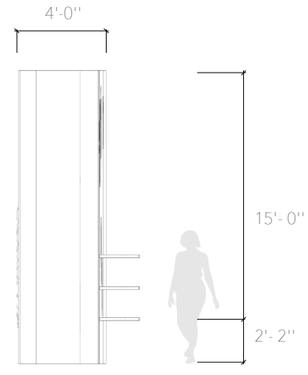
8 **POD WALL SOUTH ELEVATION**
1/8'' = 1'-0''



9 **WEST ELEVATION**
1/8'' = 1'-0''



10 **POD WALL NORTH ELEVATION**
1/8'' = 1'-0''



11 **EAST ELEVATION**
1/8'' = 1'-0''

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
DRAWING TYPE	SECTION DETAIL
DRAWING NO.	4.16
SCALE	1/8'' = 1'-0''

NOTES

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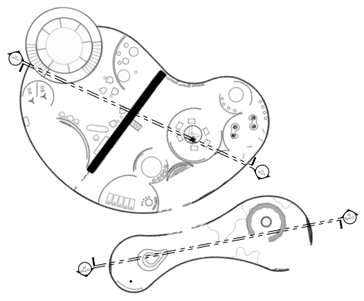
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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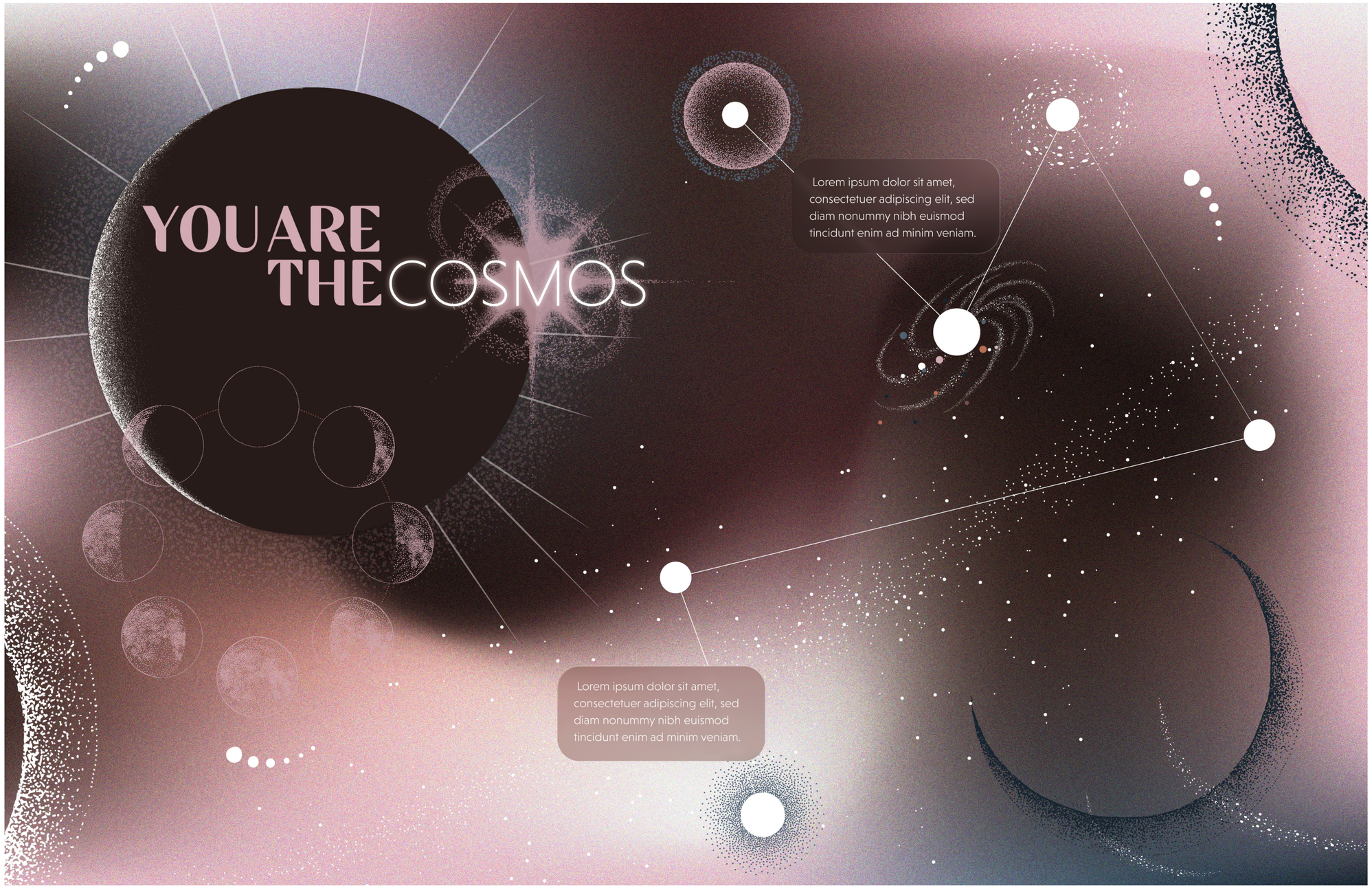
DRAWING NO.
EX.4.16

EX.5.00
VISUAL IDENTITY SYSTEM



THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	LOOK & FEEL
DRAWING NO.	5.01
SCALE	NTS

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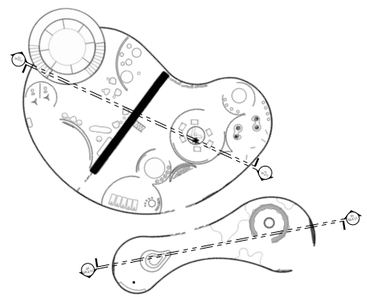

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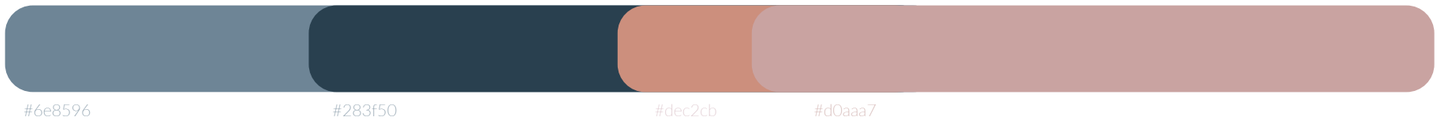
Exhibition & Experience Design

DRAWING NO.
EX.5.01



KEY POINTS | ALL BASED ON RESEARCH

- Circles represent eternity, unity and protection since they have no beginning or end.
- Gradient form is intended to elicit a feeling of organic flow. Generation Z is responsive to ambiguous colors such as purple and violet, which tap into the mood of spiritualism and alt-religion.
- Shapes and lines in pops of white and pink will work brilliantly to capture the short attention spans of Generation Z.
- Brown creates a sense of stability and support.
- Soft and pastel pinks inspire feelings of kindness and compassion.
- White is a subtle pop, a blank slate, symbolizing a new beginning or a fresh start.
- Blue evokes feelings of calmness and spirituality as well as security and trust.
- The color beige prioritizes a neutral, warm, relaxing environment and values comfort, relaxation, and the home.

The graphic look and feel for “The Art of Being” is both a combination of wellness elements and inspiration deriving from the concept of “You Are the Cosmos”. **Circles represent eternity since they have no beginning or end.** With that in mind, because a circle is a line that never ends, it **represents both movement and completeness.** The circle also reflects the cosmos and the moon, tyeing in both a feeling of wellness and the cosmos, representing both **unity and protection.**

The use of colors in a **gradient** form is intended to elicit a feeling of **organic flow.** Generation Z is responsive to **ambiguous colors such as purple and violet, which tap into the mood of spiritualism and alt-religion.** This demographic is hyper-visual, being exposed to an onslaught of imagery Online each day, making them extremely visually aware. Shapes and lines in pops of white and pink will work brilliantly to **capture the short attention spans of Generation Z.**

The primary color palette includes Brown, Pink, and White. **Brown creates a sense of stability and support.** It’s warm and friendly, practical and dependable. **Soft and pastel pinks inspire feelings of kindness and compassion.** It is ‘the color of hope’ and can make people feel empowered and may help to increase energy and motivation. **White is a subtle pop, a blank slate, symbolizing a new beginning or a fresh start.** The secondary color palette includes blues and beiges. **Blue evokes feelings of calmness and spirituality as well as security and trust.** Seeing the color blue causes the body to create chemicals that are calming. **The color beige is synonymous with the basics.** It prioritizes a neutral, warm, relaxing environment and values comfort, relaxation, and the home.

Noblesville typeface communicates elegance and smoothness, built out of a combination of serif and sans serif. The smooth edges on the serif create cohesion with the rounded graphic elements in the look and feel. Paired with Niveau Grotesk, a neo-grotesque sans-serif, a connection is drawn to the slimmer line weights in Noblesville. Ranille Normal as the sub-heading text shares visual similarities with Noblesville and creates a balance between the heading and body copy, both being Niveau Grotesk.

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	COLOR PALETTE
GRAPHIC NO.	5.02
SCALE	NTS

NOTES

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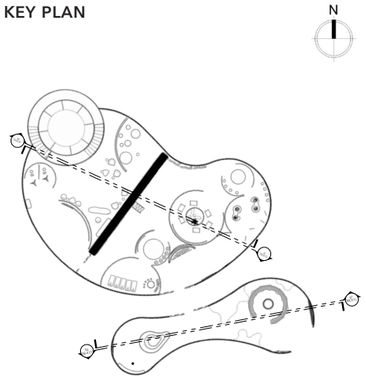
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



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DRAWING NO.

EX.5.02

YOU ARE THE COSMOS

a gateway to wholeness through the art of being

Moon mapping uses the energy of lunar phases to guide your self care and personal growth. It's also a way of using the moon to manifest your dreams and goals. The first step for using the moon to manifest by way of moon mapping is to identify your intention. The new moon is the time to plant the seed for your intention in the weeks ahead. This can be as existential, direct, vague, or specific as you want. Manifestation involves visualizing what you want and internalizing the belief that it's possible — and moon-mapping puts that on a schedule

examples include

"Find out who I am.""Move out of my apartment.""Health and happiness for my friends and family.""Save up enough money to clear my credit card debt." "Find a new career path that doesn't make me feel like I'm on a hamster wheel."

Noblesville | Regular All Caps

ABCDEFGHIJKLNMOPQRSTUVWXYZ

Ranille Normal | Regular Small Caps

abcdefghijklnmopqrstuvwxyz

Niveau Grotesk | Extra Light

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	TYPOGRAPHY
DRAWING NO.	5.03
SCALE	NTS

NOTES

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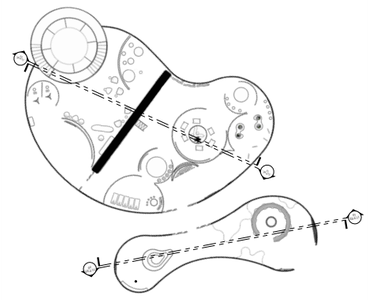
KEY PLAN



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Exhibition & Experience Design

DRAWING NO.

EX.5.03

THE ART OF BEING

THE ART OF BEING

THE ART OF BEING

THE ART OF BEING

THE ART OF BEING

A sundog signifies a shift in your life, and is an omen of strength, unity, and good fortune. It is both a call to action and a sign that points to where that action will lead. A sundog is known as a parhelion in meteorology, and it is one of many types of ice-crystal halos which form around the sun. The two halos on each side represent the lunar cycle.

Pink is the color of hope and can make people feel empowered and help to increase energy and motivation. This hue is used generously throught my visual identity system.

#dec2cb

Noblesville | Regular All Caps

ABCDEFGHIJKLNMOPQRSTUVWXYZ

Niveau Grotesk | Extra Light

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	LOGO
DRAWING NO.	5.04
SCALE	NTS

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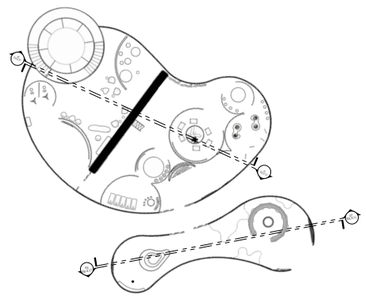
KEY PLAN

N



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School of Graduate Studies
Exhibition & Experience Design

DRAWING NO.
EX.5.04

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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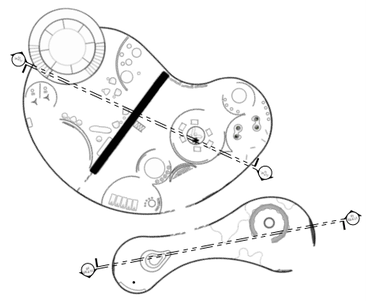

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DRAWING NO.

EX.5.05

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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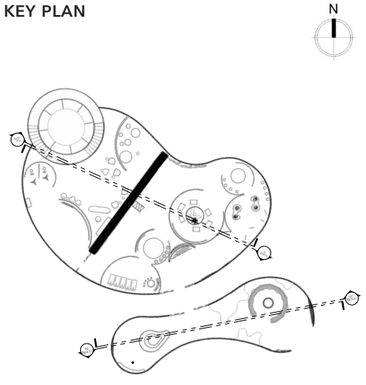

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DRAWING NO.

EX.5.06

This approach is hands-on and personalized. Visitors can explore various herbs and read info-graphics about places of origin, and the importance of being educated on the subject to understand the effects on the mind, body, and soul while waiting to be paired up with a licensed naturopathic doctor.

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS
NOTES	

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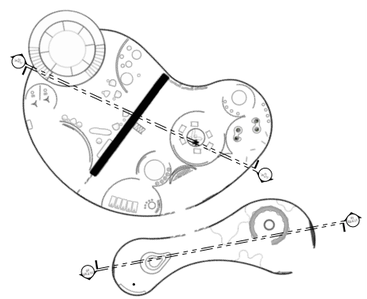

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DRAWING NO.

EX.5.07

Visitors will use the New Moon to set intentions for their journey through this experience, with the main goal of reaching the higher-self area of the exhibition. They will be encouraged to write down their intentions on plantable note cards, and add them to a plant bed. – Planting seeds for the future. A second option would be to take a mini pot home and plant their note cards in it to carry with them.

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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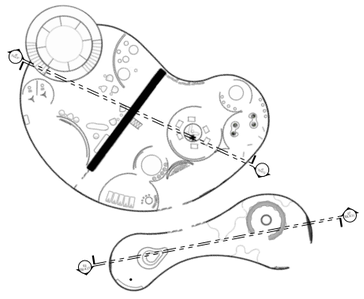

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DRAWING NO.

EX.5.08

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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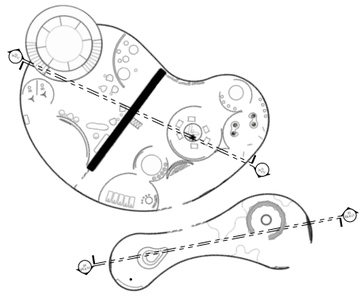

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Exhibition & Experience Design

DRAWING NO.

EX.5.09

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

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CLIENT	BetterUp
DATE	12.09.2022
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GRAPHIC NO.	000
SCALE	NTS

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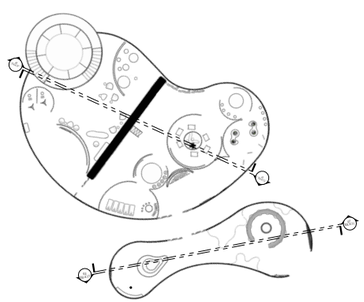

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Exhibition & Experience Design

DRAWING NO.

EX.5.10

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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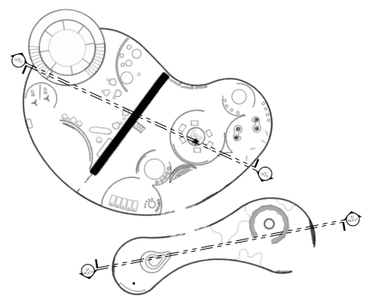

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School of Graduate Studies
Exhibition & Experience Design

DRAWING NO.

EX.5.11

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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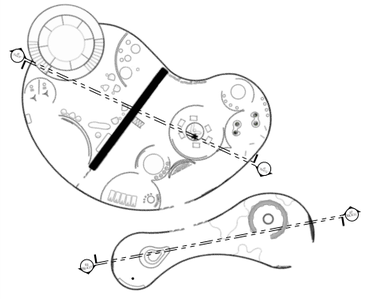

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Exhibition & Experience Design

DRAWING NO.

EX.5.12

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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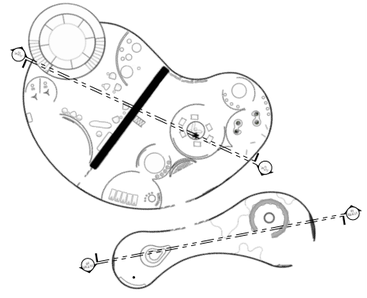

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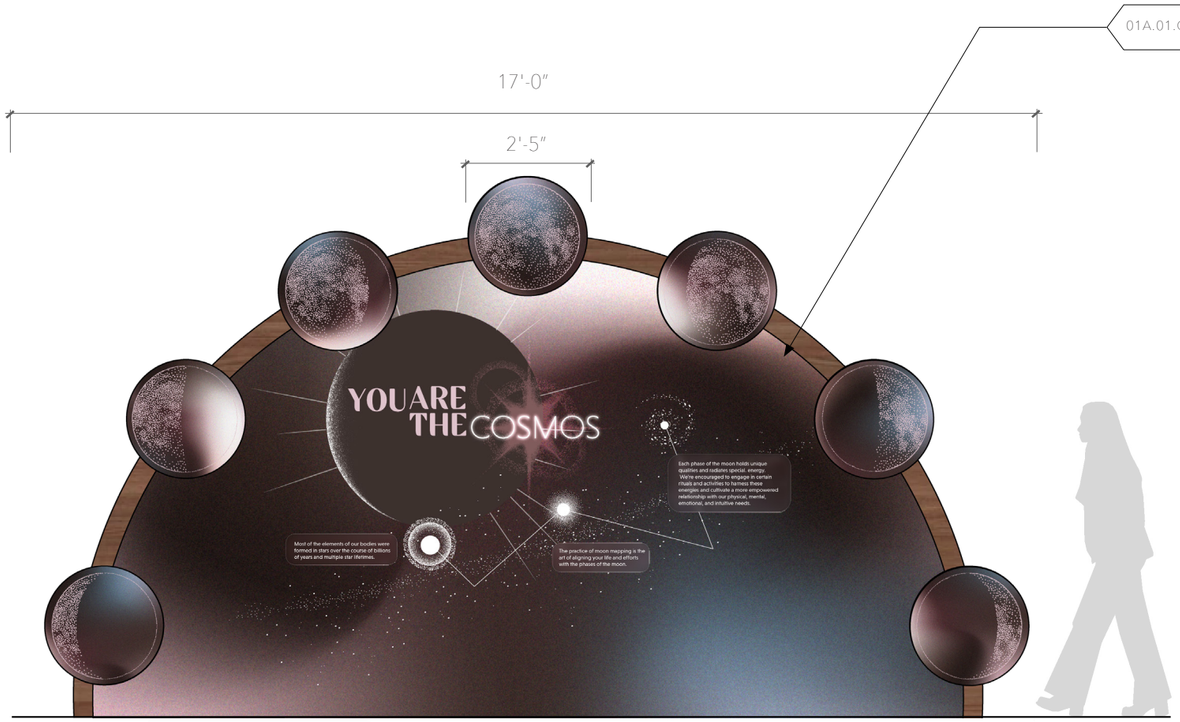
DRAWING NO.

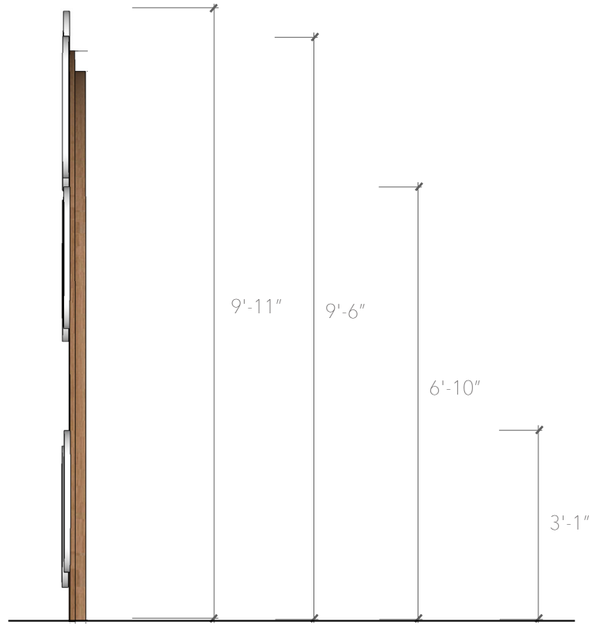
EX.5.13

EX.6.00
GRAPHIC DETAILS



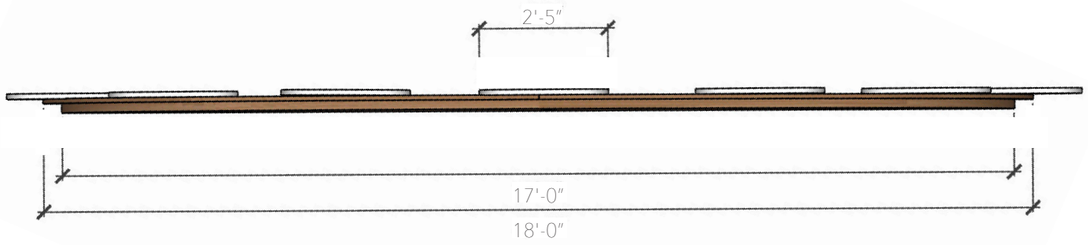
1 INTRODUCTION ELEVATION GRAPHIC

3/8'' = 1'-0''



2 SIDE ELEVATION

3/8'' = 1'-0''



3 PLAN VIEW

3/8'' = 1'-0''

X RENDERED VIEW

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	A
GRAPHIC NO.	01A.01.GR01
SCALE	NTS

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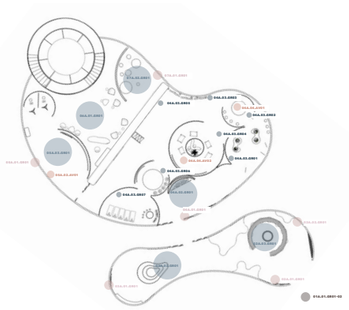

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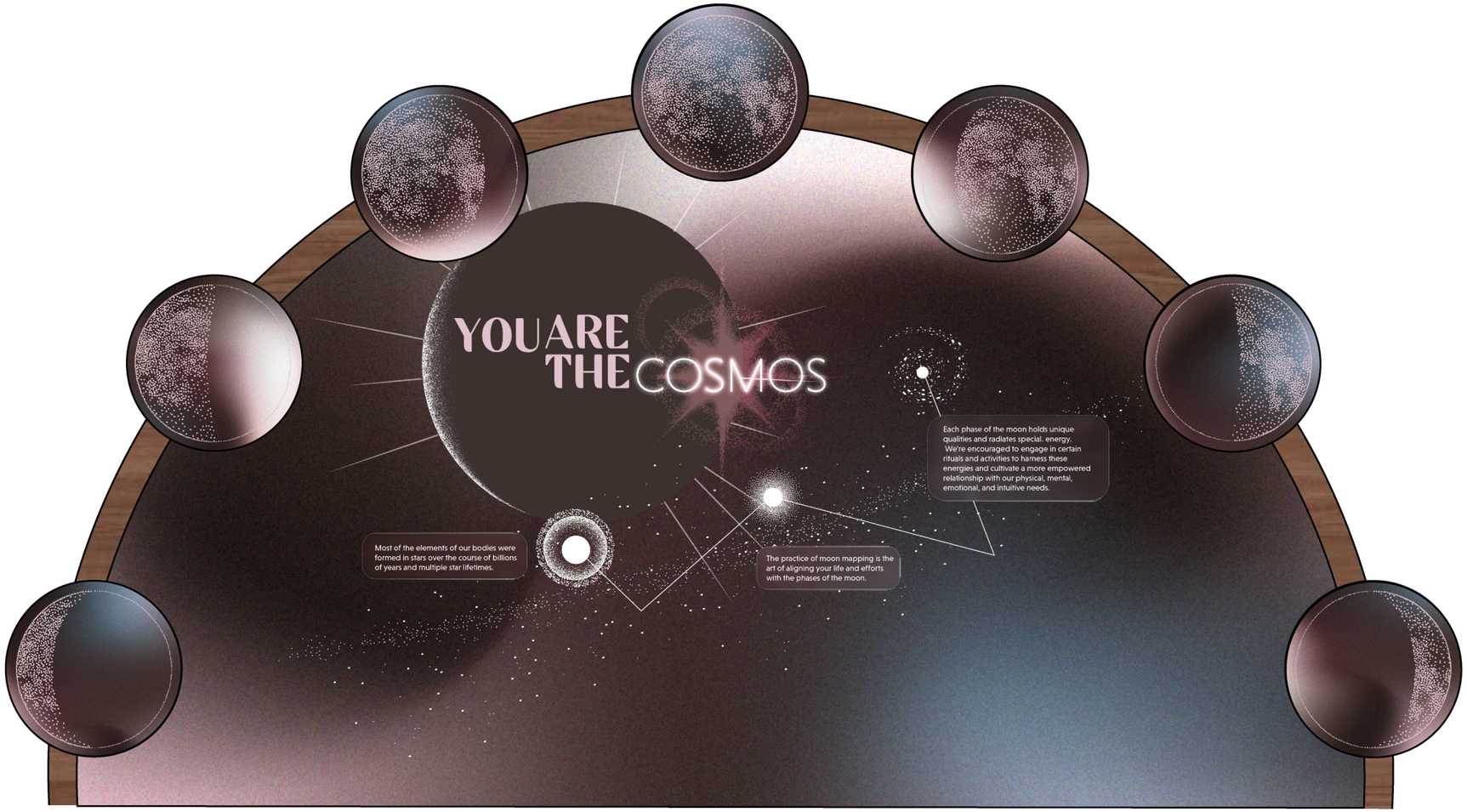
School of Graduate Studies
Exhibition & Experience Design

DRAWING NO.

EX.6.01



X **INTRODUCTION GRAPHIC**

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	A
GRAPHIC NO.	01A.01.GR01
SCALE	NTS

NOTES

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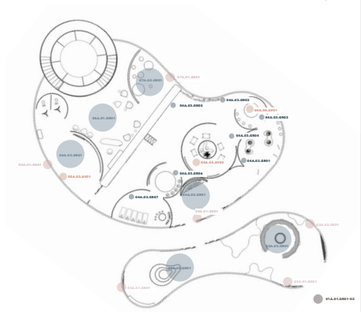
MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N



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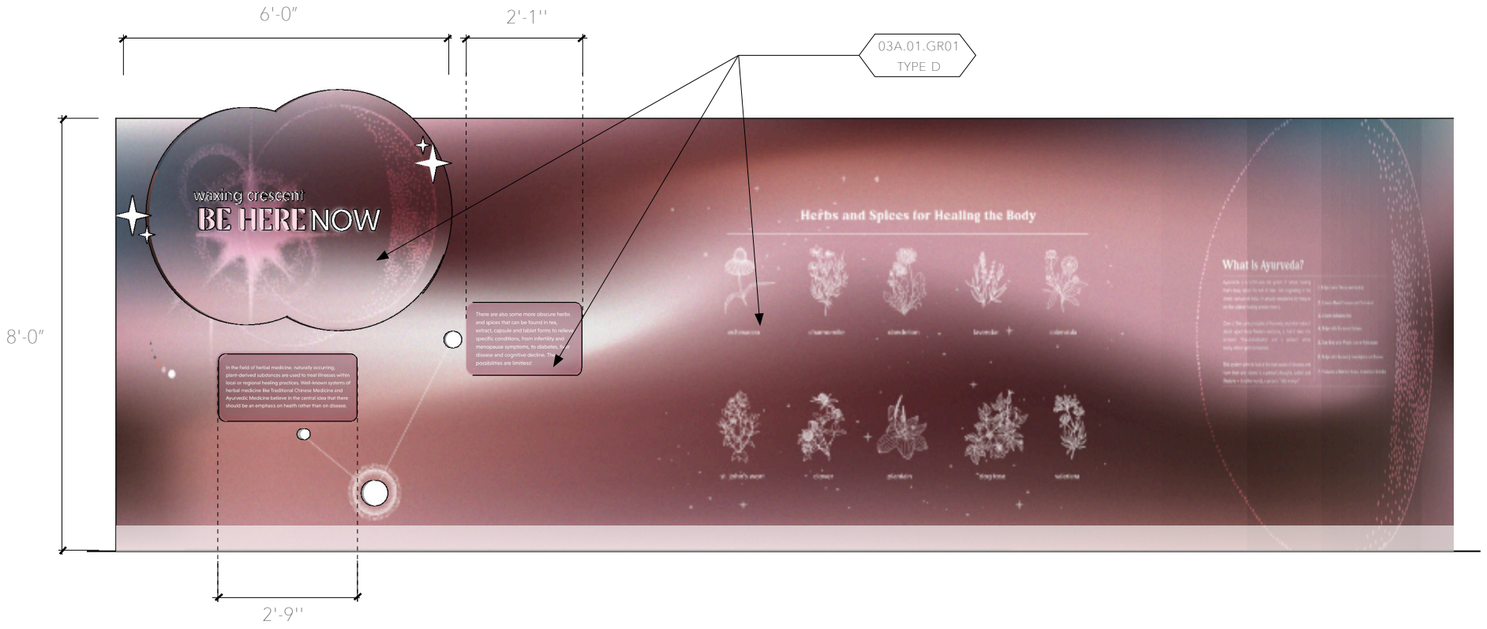
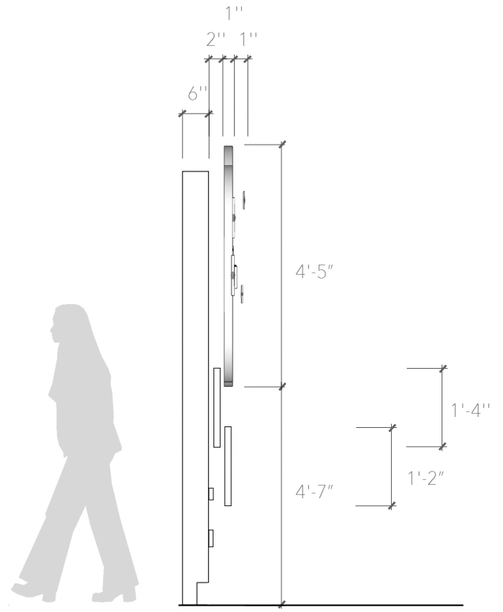
DRAWING NO.

EX.6.02



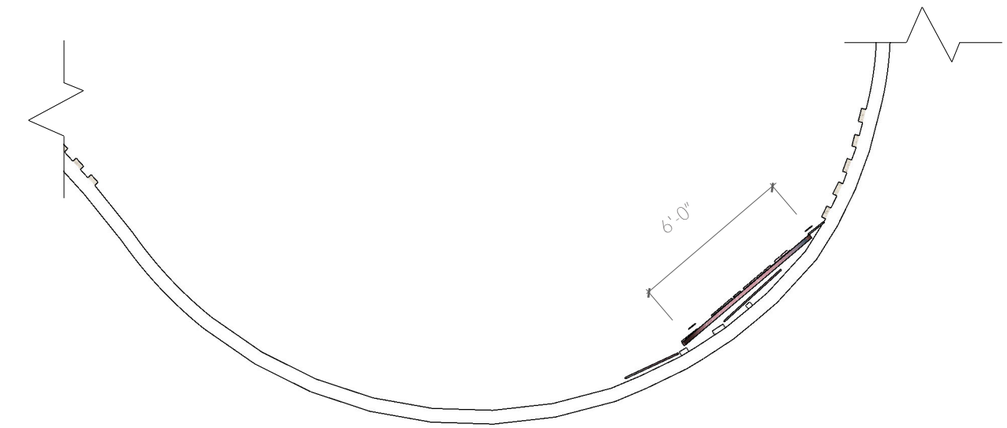
4 MURAL ELEVATION 03A.01.GR01

3/8'' = 1'-0''



5 SIDE ELEVATION

3/8'' = 1'-0''



6 PLAN VIEW

NOT TO SCALE

X RENDERED VIEW

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	D
GRAPHIC NO.	000
SCALE	3/8'' = 1'-0''
NOTES	

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MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

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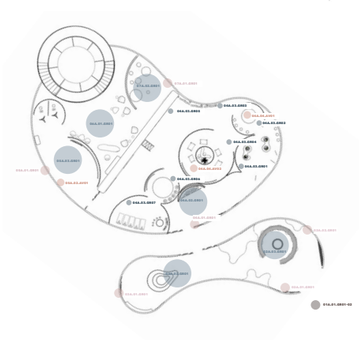

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DRAWING NO.

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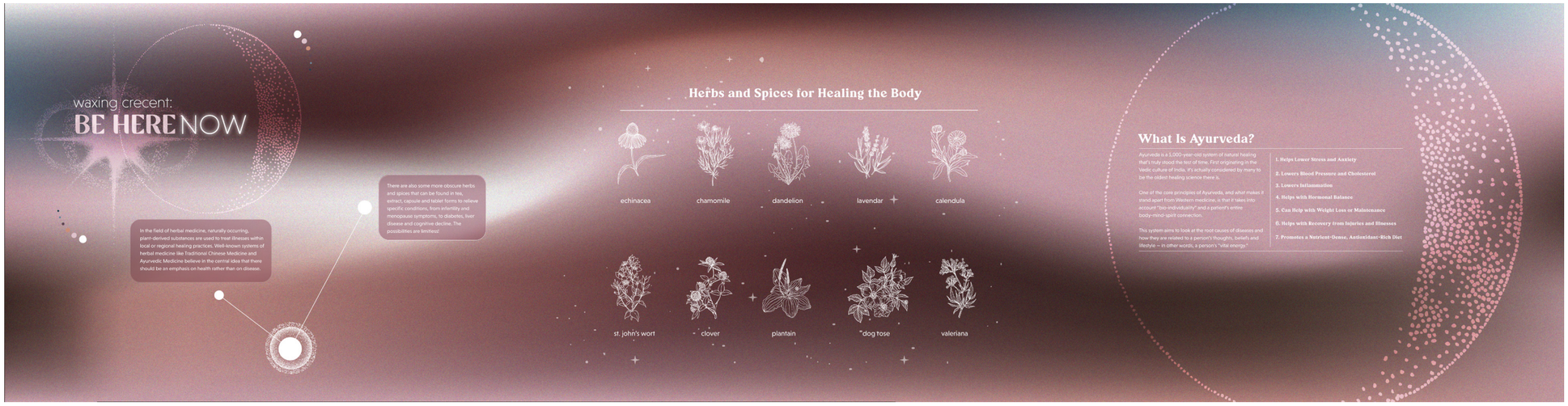

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MURAL GRAPHIC 03A.01.GR01 TYPE D

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS
NOTES	

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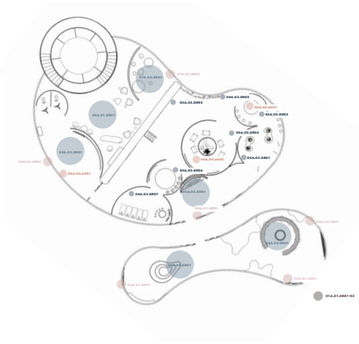
KEY PLAN

N



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DRAWING NO.
EX.6.04

D MURAL GRAPHIC 02A.01.GR01 TYPE D

NOT TO SCALE

D.1 MURAL GRAPHIC 02A.02.GR01 TYPE D.1

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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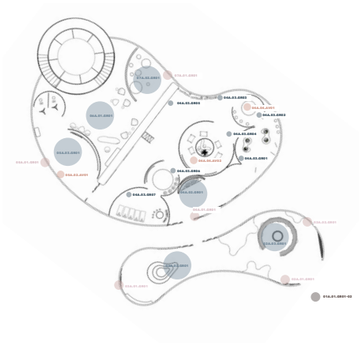

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DRAWING NO.

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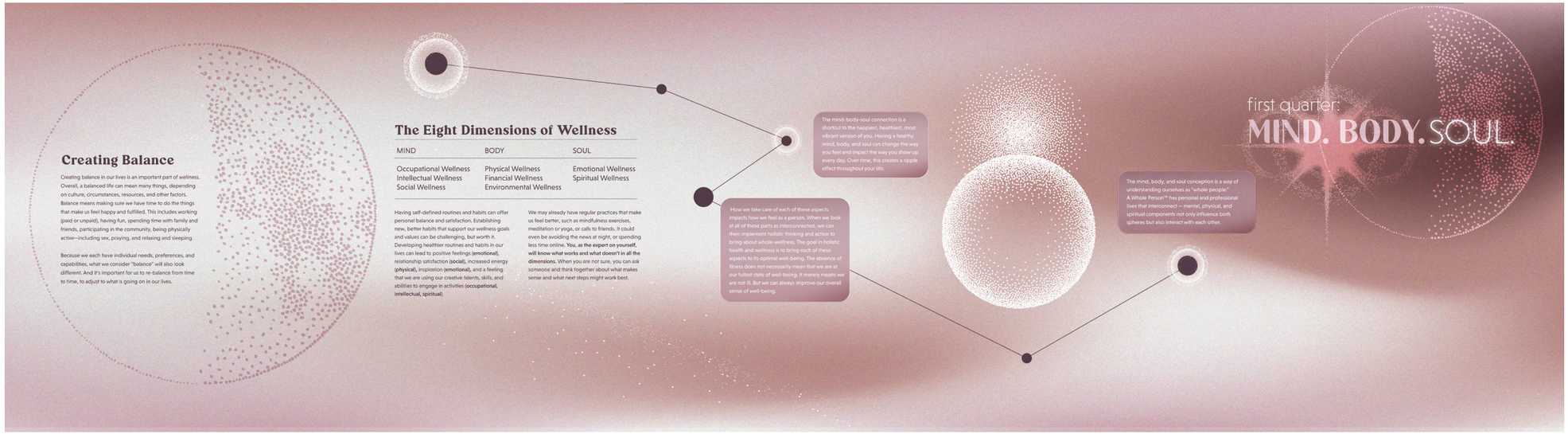
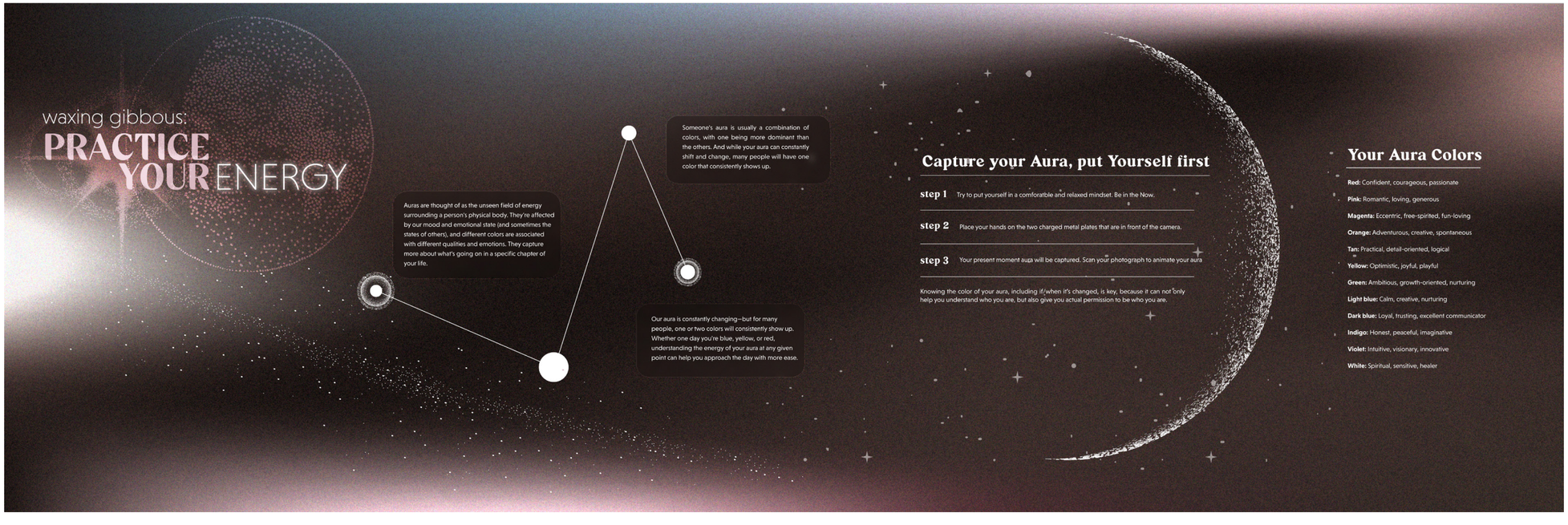


D

MURAL GRAPHIC 04A.01.GR01 TYPE D

NOT TO SCALE



D

MURAL GRAPHIC 05A.01.GR01 TYPE D

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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KEY PLAN

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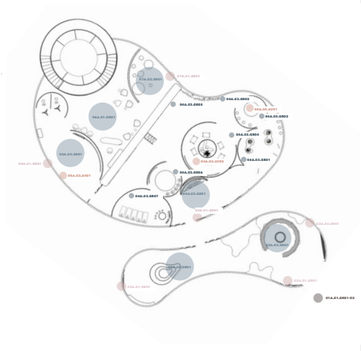

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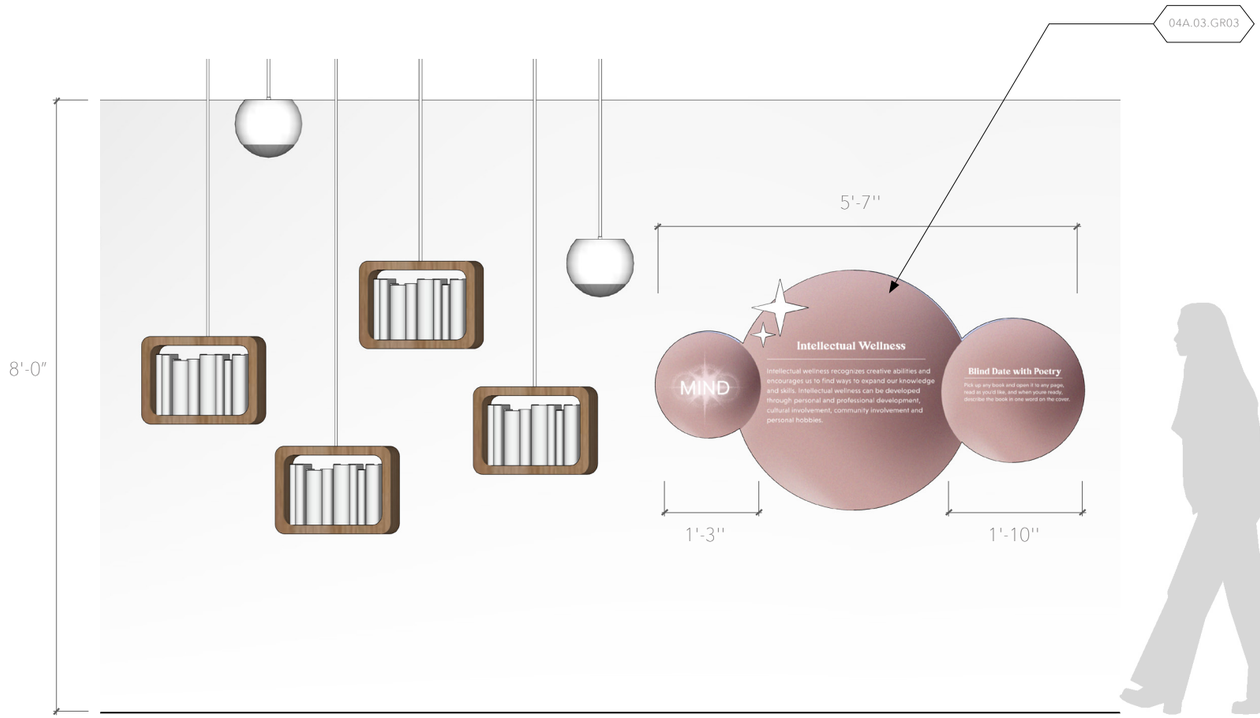
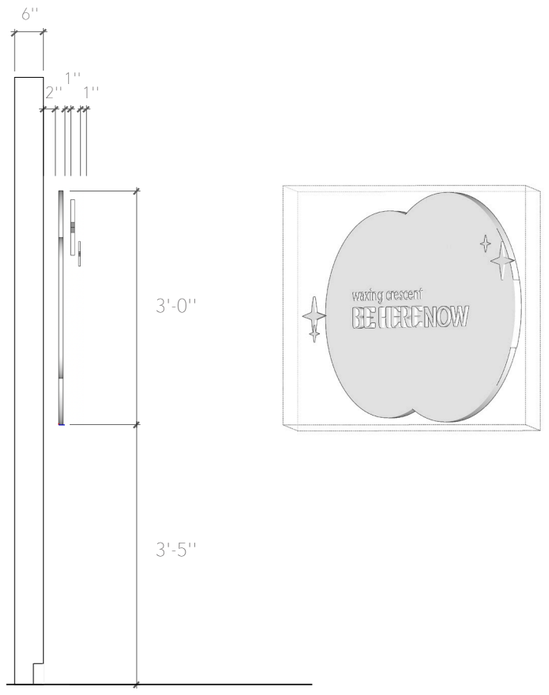
DRAWING NO.

EX.6.06



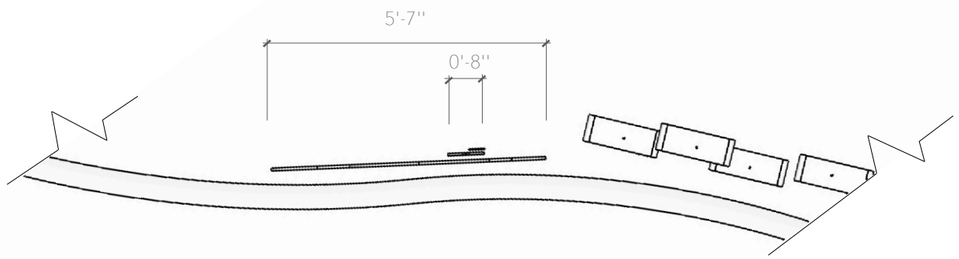
7 MIND: SOCIAL WELLNESS SECTION GRAPHIC

½'' = 1'-0''



8 SIDE ELEVATION

½'' = 1'-0''



9 PLAN VIEW

NOT TO SCALE

0 RENDERED VIEW

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	½'' = 1'-0''

NOTES

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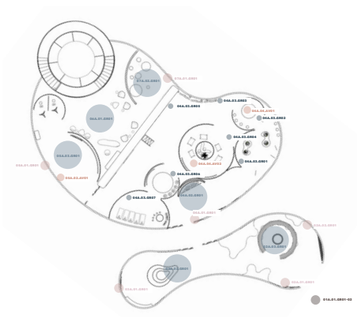
KEY PLAN



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DRAWING NO.
EX.6.07

MIND

Intellectual Wellness

Intellectual wellness recognizes creative abilities and encourages us to find ways to expand our knowledge and skills. Intellectual wellness can be developed through personal and professional development, cultural involvement, community involvement and personal hobbies.

Blind Date with Poetry

Pick up any book and open it to any page, read as you'd like, and when youre ready, describe the book in one word on the cover.

0 **MIND.BODY.SOUL. SECTION INTRO GRAPHIC**

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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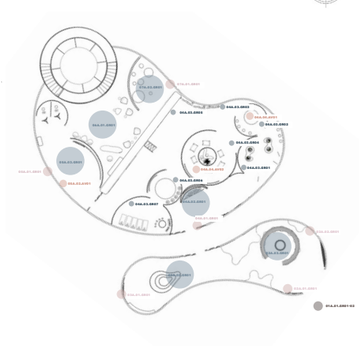
KEY PLAN

N



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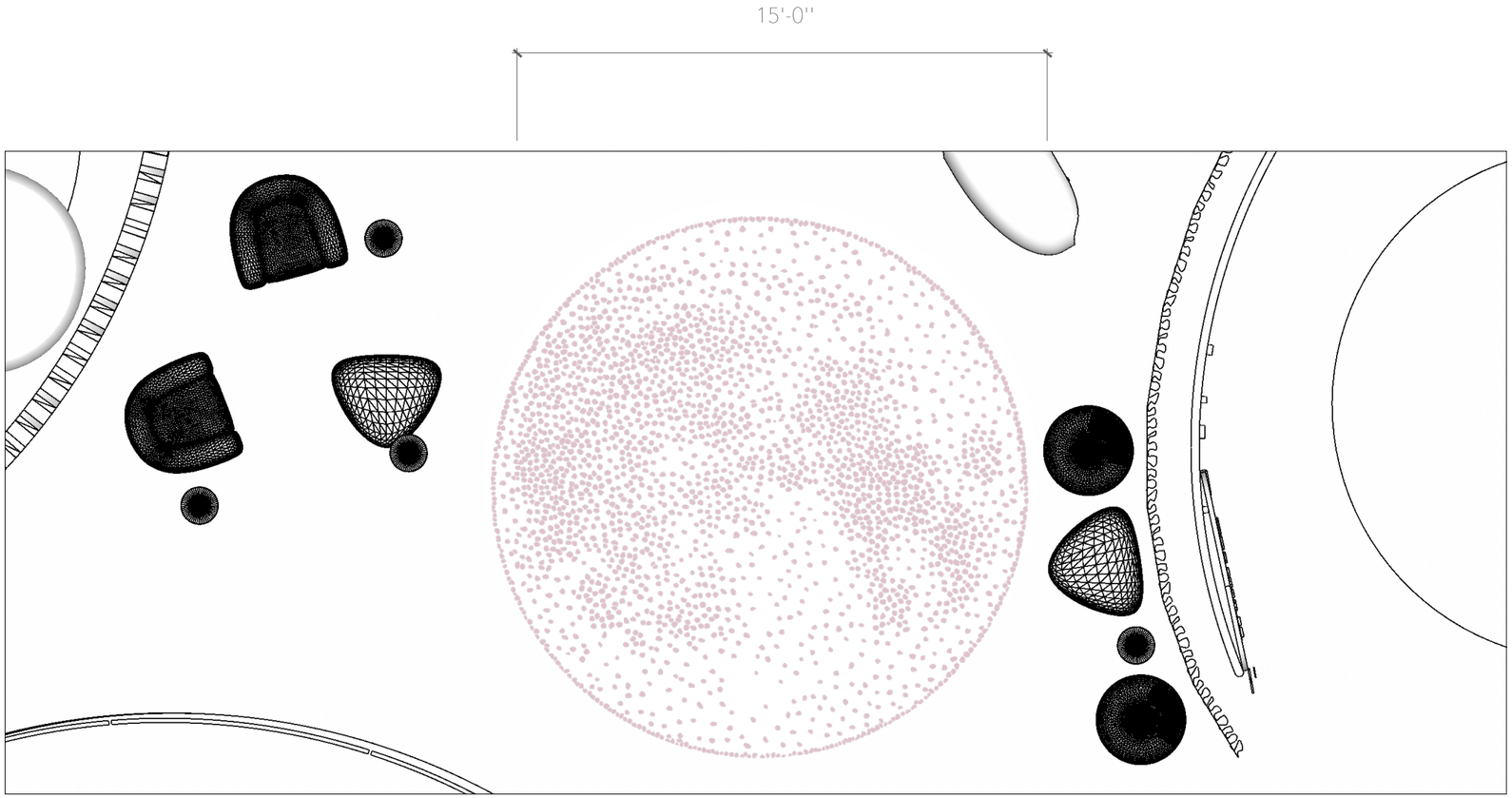
DRAWING NO.

EX.6.08



10 AREA INTORDUCTION FLOOR GRAPHIC

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
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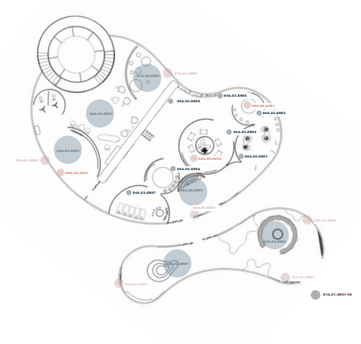

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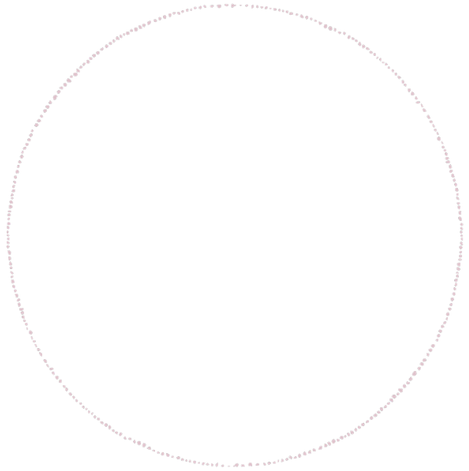
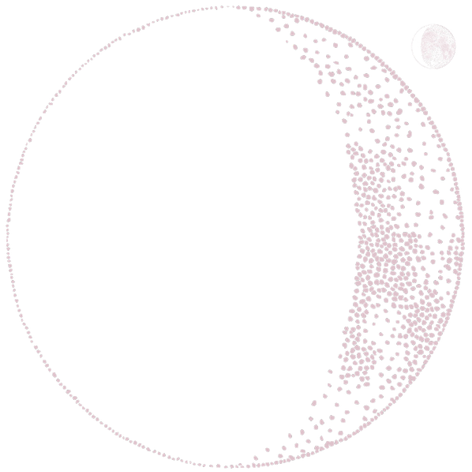
DRAWING NO.

EX.6.09



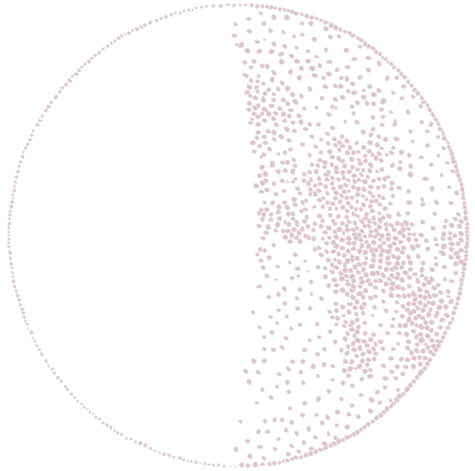
1 THE POWER OF INTENTION AREA INTRO

NOT TO SCALE



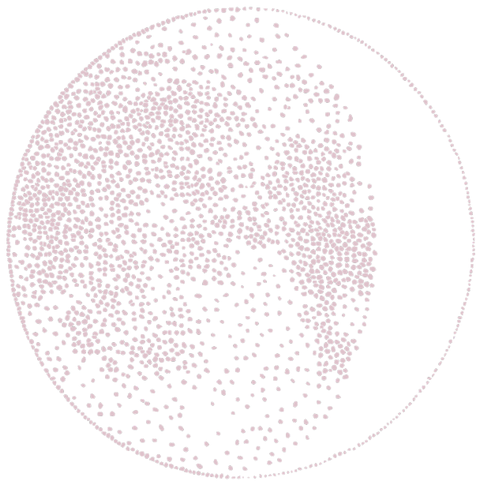
2 BE HERE NOW AREA INTRO

NOT TO SCALE



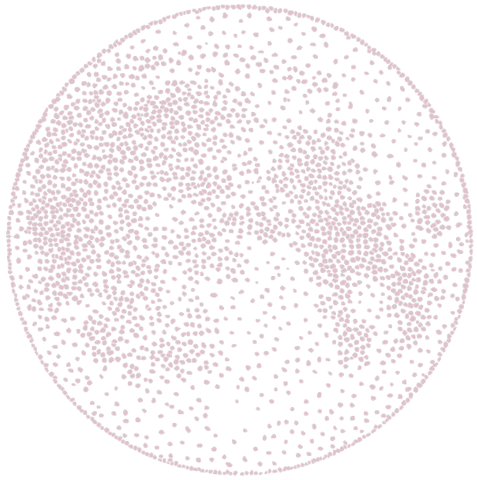
3 MIND.BODY.SOUL. AREA INTRO

NOT TO SCALE



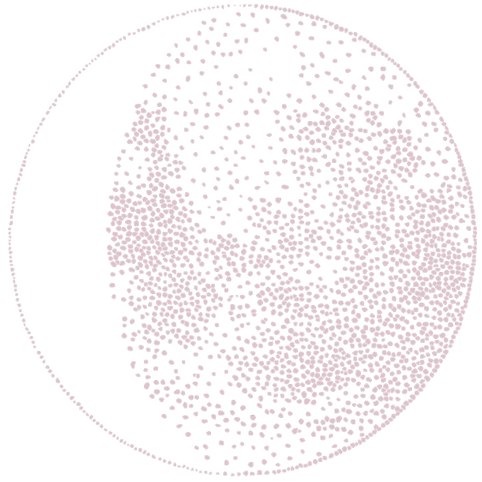
4 PRACTICE YOUR ENERGY AREA INTRO

NOT TO SCALE



5 HIGHER SELF AREA INTRO

NOT TO SCALE



6 IT'S A LIESTYLE AREA INTRO

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

NOTES

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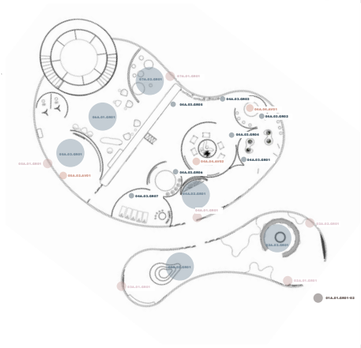
KEY PLAN

N



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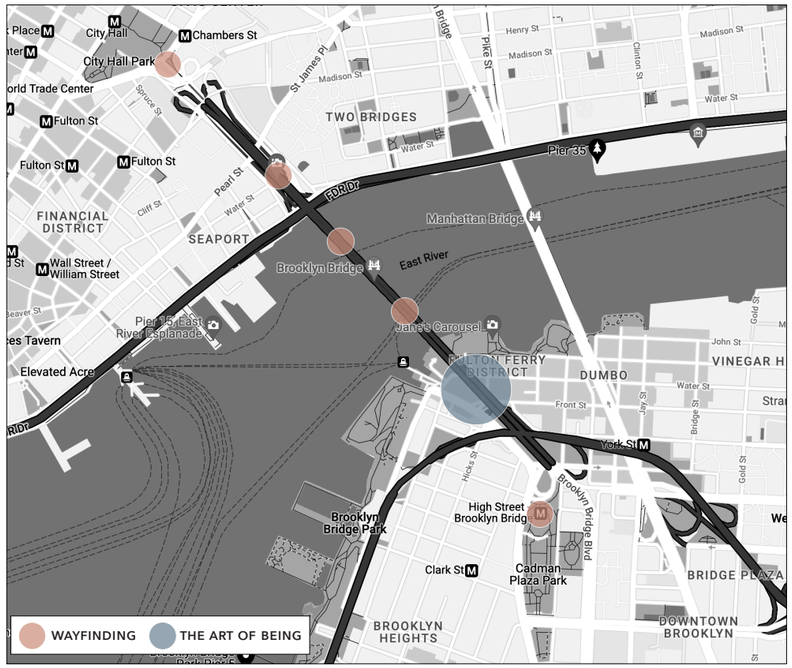
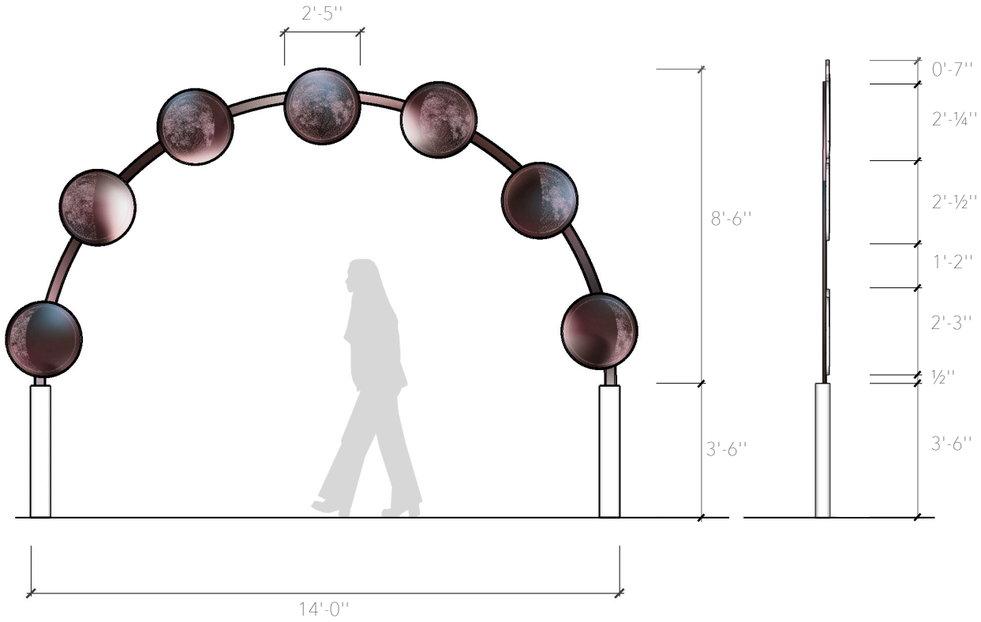
DRAWING NO.

EX.6.10

WAYFINDING



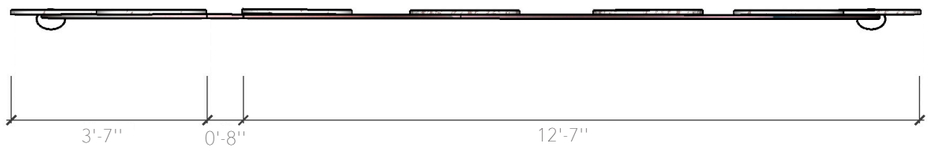
1 **SITE MAP**
NOT TO SCALE



2 **WAYFINDING ELEVATION**
NOT TO SCALE

3 **SIDE ELEVATION**
NOT TO SCALE

4 **WAYFINDING IN MANHATTAN**
NOT TO SCALE



5 **PLAN VIEW**
NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS
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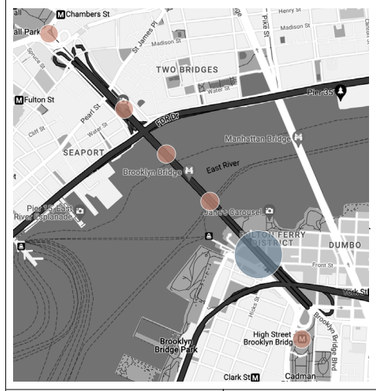

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DRAWING NO.
EX.6.11

WAYFINDING

6 WAYFINDING ON THE BROOKLYN BRIDGE

NOT TO SCALE

7 WAYFINDING IN BROOKLYN

NOT TO SCALE

THE ART OF BEING

ZUZANNA A ZMIJEWSKA-WALCZAK

PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	001
GRAPHIC NO.	000
SCALE	NTS

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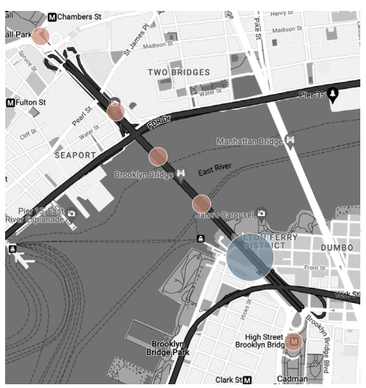

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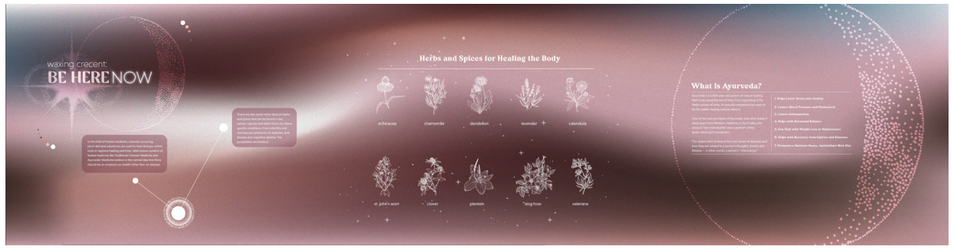
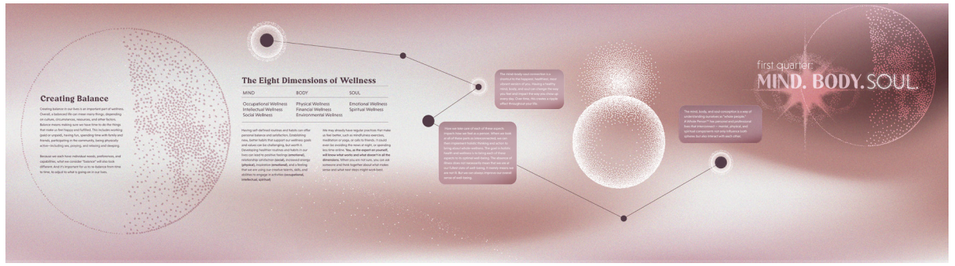
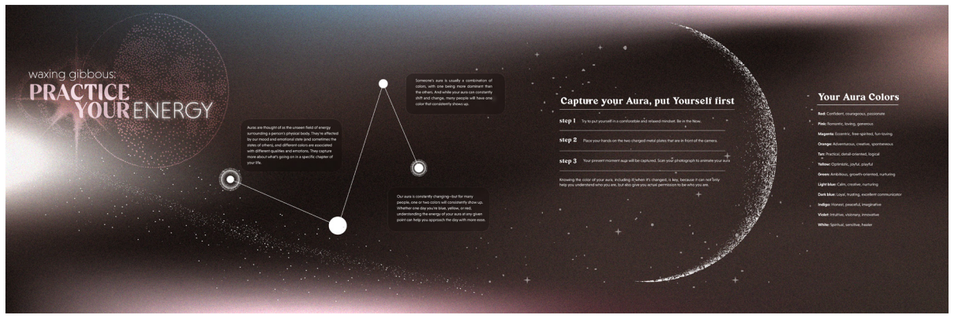
DRAWING NO.

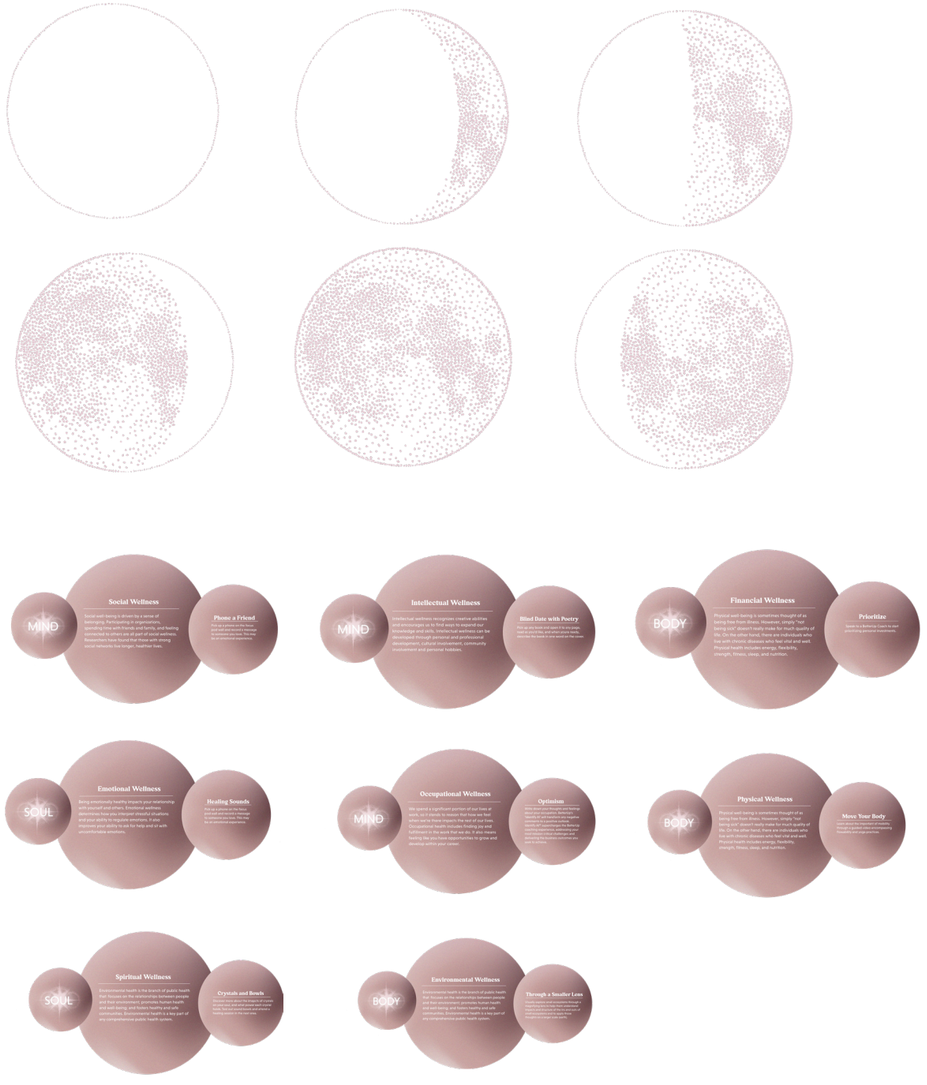
EX.6.12

GRAPHIC TYPE FAMILY









ZUZANNA A ZMIJEWSKA-WALCZAK

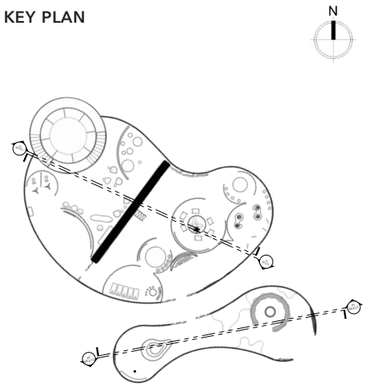
PROJECT	THE ART OF BEING
CLIENT	BetterUp
DATE	12.09.2022
GRAPHIC TYPE	FAMILY
GRAPHIC NO.	000
SCALE	NTS

NOTES

THESE DRAWINGS ARE NOT FOR CONSTRUCTION. CONTRACTORS SHALL ALWAYS VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS AND INFORM THIS OFFICE OF ANY VARIATIONS PRIOR TO PERFORMING WORK. WRITTEN DIMENSIONS SHALL HAVE AUTHORITY OVER SCALED DIMENSIONS. THIS OFFICE SHALL REVIEW CONTRACTOR'S SHOP DETAILS PRIOR TO FABRICATION.

MOUNTING DETAIL TO BE REVIEWED AND MODIFIED BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



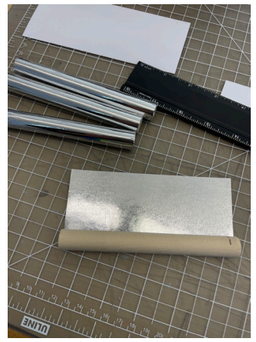
School of Graduate Studies
Exhibition & Experience Design

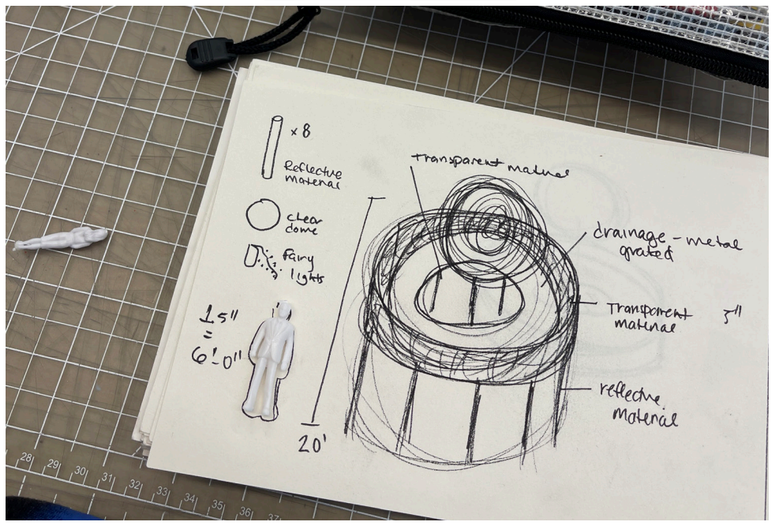
DRAWING NO.

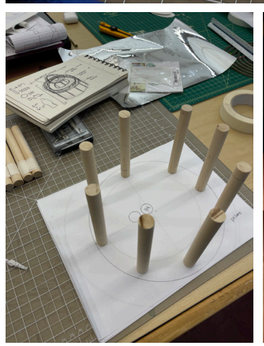
EX.6.13

EX.7.00
SCALED MODEL

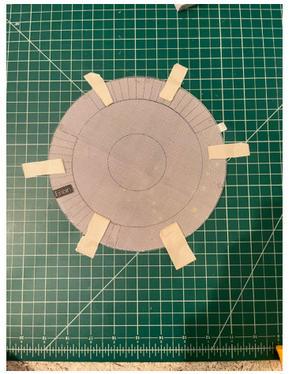
INTERIM MODEL

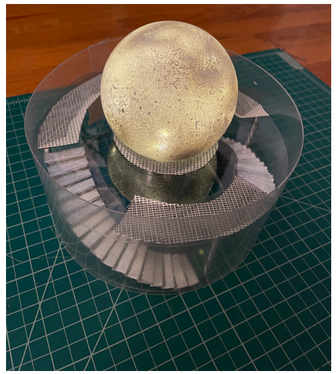


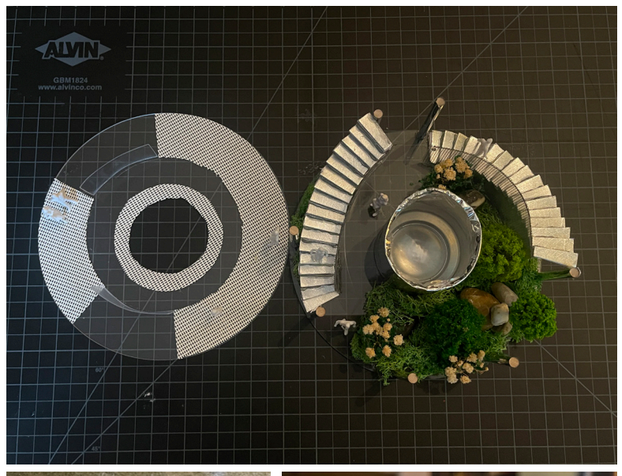


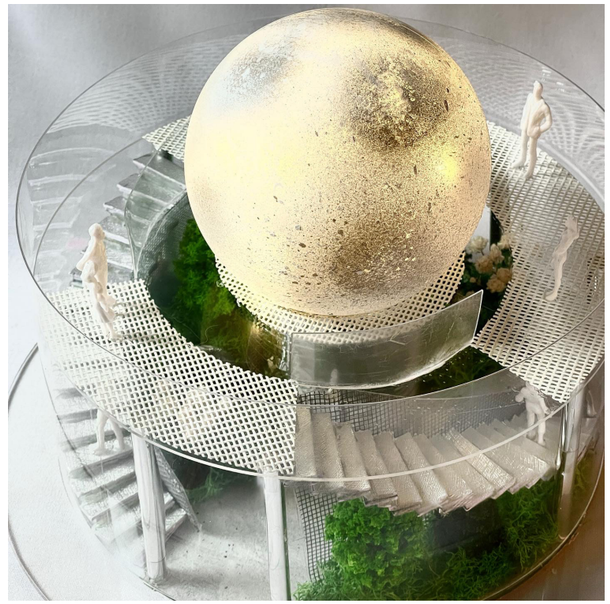


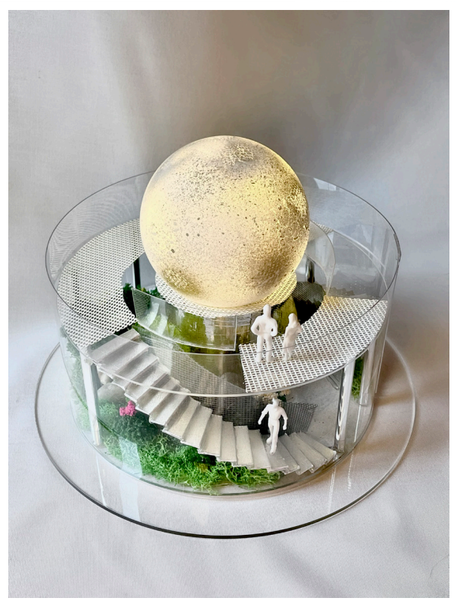
FINAL MODEL











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My name is Zuzanna Zmijewska-Walczak,
I've been a creative since I could remember.

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I am passionate about utilizing my excellent skill sets in the visual industry. Please feel free to contact me with any inquiries.

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In partial fulfillment of the requirements for the degree of
Master of Arts in Exhibition and Experience Design

December 2022

Brenda Cowan, Professor
Christina Lyons, Chairperson

Dr. Brooke Carlson, Interim Dean,

FASHION INSTITUTE OF TECHNOLOGY
School of Graduate Studies